Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

AUGUST 31, 1955

VOLUME 7 NUMBER 35 A

PRODUCTION • PROGRAMMING • TALENT

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ASSOC ED: Alvin Sullum

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Notes from Hollywood on re-discovering the movies, television and publicity: "The show (The M-G-M Parade), thanks to the magic of television, will enable Murphy to conduct a mass tour of the famous M-G-M Culver City Studios with all the intimacy of a personal visit.".....Art Silver, who will produce the "Behind the Scenes" segments for Warner Brothers, believes that taking viewers behind the cameras will let them discover "that it takes hard work as well as glamor" to make films. He also says that his segments "will be an intimate glimpse into the fabulous world of movie-making.".....From the tone of effusions out of Hollywood publicity mills, both independent and network, about their coming series being produced by movie studios, one would think that movie fan magazines have not been published for over 30 years.

With the so-called current trend of moving the basic television production scene to Hollywood (bewailed by critics), most people seem to be losing sight of several important points: §New York production facilities are still being expanded by the networks, especially for color production. §The programming rage at present is for big name stars in big productions and more big names are available in Hollywood where they make their homes. §A good program depends more on production talent than on names over a period of time, so the city that provides the best continuing pool of production talent will prevail, whether the future be in live or film work. §In the long run, sponsors decide what programs they want. Just now the evening television picture is sold out. If some programs show up as weak sisters they will be axed. The network, or packager, that comes up with the better selling shows (for sponsors) over a period of time will prevail. §As a final point, the coming season is a critical one for both networks and sponsors. More money is being poured into top productions than ever before. The supply of competent production and writing talent is becoming tight. One looks and waits. The final test is still audience pull, not New York vs. Hollywood or live vs. film.

Our Miss Brooks, returning to its Friday CBS spot on Oct 7, will stay with Madison High School as the locale for a few programs, then the scene will switch to Mrs. Nestor's private elementary school near Hollywood, with Gale Gordon and Eve Arden continuing their scraps on the new battleground. Bob Sweeney joins the cast as a kindly type of screwball vice principal.....The Life of Riley also has new additions to the cast this season, starting Sept 16 over NBC. George O'Hanlon and Florence Sundstrom play a new set of neighbors, replacing Tom D'Andrea and Gloria Blondell.

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Alix Talton stays with the new My Favorite Husband series for the new season. Films are currently in production at Desilu's Motion Picture Center, with Ed Hartman producing and Eddie Buzzell directing.....The big word this season is change, with NBC hypoing its two kid programs, Howdy Doody and The Pinky Lee Show, with new production elements, and a new sales push keyed to the new look. This season may also prove that half-hour series, whether live or film, will hold up as audience attractions as long as part of the cast is new each season. The main characters can continue, but there has to be some development: in viewpoint, in contrasting characterizations, in change of pace. Foreign Intrigue didn't make it in changing the key role; The Ray Milland Show improved with the shift in characterization and scene; I Love Lucy has stayed up a long time, but it too is changing, etc., etc. Dragnet is the only long run series with the same key names that has kept its appeal, but much of this may be due to Webb's use of unusual characterizations for minor roles, which makes the series perennially interesting despite the deadly sameness of its mood and procedure.....Toast of the Town switches its name to The Ed Sullivan Show on Sept 25. Lincoln-Mercury has been the sponsor since March 27, 1949, six months after the program went on the air.

Ted Oberfelder, ABC v.p. and general manager of WABC-TV(NY), resigned from his posts last Friday after a reportedly heated dispute on programming policy for the New York station. One of his projects, instituted last year, was the replacement of women's service shows in the afternoon with a two and one-half hour variety show called Entertainment. When summer programming came in, the big special was replaced for the hot weather with a half-hour scaled-down version called Summer Entertainment. As of Aug 24, Entertainment was due to return on Monday, Sept 5, for its previous generous Monday thru Friday time spread. On Aug 26 Mr. Oberfelder resigned. As of yesterday (30), Entertainment will not return. As a footnote, the same WABC-TV schedule that listed the return of the variety show also lists the premiere of the Claire Mann Show, 10:30-11am, Monday thru Friday. Miss Mann's program, women's service to the hilt, moves over from WABD, which took over several of the dropped WABC-TV women's service shows last season. Entertainment is supposed to have been an expensive project that never really got off the ground in recouping its cost. Women's service shows, when smartly programmed and sold, cost little and can make modest profits, even in the low viewing periods.

NBC has set up an unusual production arrangement for Dr. Benjamin Spock's new TV series, debuting on Sunday, Oct 9, 3-3:30pm. The program will originate in Cleveland during the week and will be piped into New York for kine recording on 35mm film for re-broadcast on Sunday. Dr. Spock doesn't like to work weekends.

Ann Sothern will be Milton Berle's guest on the second program of his fall color series, on Oct 18. Esther Williams kicks off the series on Sept 27.....Peggy King, under a five year option contract to Gomalco Enterprises, Inc., had her option picked up for the second season under a 30-week agreement for the George Gobel Show..... David Rose will direct the music for NBC's Tony Martin Show, returning Sept 5. Bud Yorkin will again write, produce and direct the show.....When Dragnet starts filming the last 55 shows in the series starting in November, it will be at a new site at Republic Studios. Mark VII is having a new administrative and production building constructed at Republic and the unit will have exclusive use of Stage 4 and 14 on the lot.....Debut program for The 20th Century-Fox Hour will be "Cavalcade," under the new schedule calling for an Oct 5 starting date over CBS. Otto Lang is now executive in charge of production for the show, while Carroll Carroll has been named writer in charge of special material for the program. "Laura," which goes before the cameras on Sept 12, may be the second program in the series, on Oct 19. Others listed for future dates are "Ox-Bow Incident," now undergoing revamping, "Yacht on the High Seas," "Miracle on 34th St.," (sure to be a December program) and "Junior Miss." Front Row Center will program an additional full-hour live drama on Sept 21, to make up for the 20th Century program delay.

Omnibus staff members remaining for the coming season include Mary V. Ahern, William F. Suchmann and Andrew K. Lewis, all on the editorial staff for the development of features; Henry May as designer, Boris D. Kaplan as film supervisor and George M. Benson as sales manager.....Chevrolet's new film series, debuting over ABC-TV on Oct 7 will be titled Crossroads (originally Men in Black). It is now in production by Federal TV at Samuel Goldwyn Studios. Buster Collier is exec producer. It is an anthology series based on true experiences of clergymen of all faiths.....Appointment With Adventure, CBS Sunday night live drama series, originally intended to be only a summer fill-in, has not only been renewed (a few weeks ago) but gets a title and format change on Oct 2. New title is Opening Night and the emphasis will switch from out-and-out adventure.

Max Liebman Presents "Heidi" on Oct 1, starring Jeannie Carson, Wally Cox, Elsa Lanchester, Pinky Lee, Bil and Cora Baird and their puppets and other stars; Nov 5, "The Great Waltz," starring Patrice Munsel and Keith Andes; Nov 26, "Dearest Enemy," starring Anne Jeffreys and Robert Sterling, score by Rodgers and Hart; Dec 24, repeat of "Babes in Toyland," with Jeannie Carson, Dennis Day, Wally Cox and Bil and Cora Baird; Feb 18, "The Cat and the Fiddle," by Jerome Kern, stars to be announced; March 17, Victor Herbert's "Sweethearts". Two more productions will be announced. All are Saturday, 9-10:30pm, programs.

Adventure series continue on TV film production company agenda, with reports from Hollywood that Flying A Productions has acquired rights to the newspaper strip series, "King of the Royal Mounted." Also, Zane Grey TV Productions has been formed by two sons of the late Western author and Hal L. Hudson, to produce two different series based on Grey novels and stories.

Ted Mack's Original Amateur Hour will return to TV over the ABC net, Sunday, Oct 30, 10-10:30pm.....The first of Edward R. Murrow's new See it Now series will probably be seen late in October over CBS, sponsored by Pontiac. Day and time is flexible, with arranged pre-emption of regular programs practically a necessity for the specials.

PEOPLE GOING PLACES: Bill Adler, last week revealed as the new director of press and special events for WABD(NY), has been upped to director of programs at the station succeeding David Lowe.....The production staff of Philco Television Playhouse will switch over to the new drama series being sponsored by Aluminum Corp of America in the same alternate week spot when Philco goes off after Oct 2. Ethel Winant also continues as casting director.....William Castle signed in Hollywood as a producer-director for Ziv TV Programs, effective Sept 1.....Hendrik Booraem, Jr., new program v.p., named director of TV and radio planning, McCann-Erickson, Inc(NY). Frank Gilday has also been upped to manager of the TV-radio department. He had been business manager of the dept.....Robert P. Mountain, v.p., has been named director of the radio and TV dept., Young & Rubicam, Inc(NY). Nat Wolff, also a v.p., has shifted to director of program development for agency clients. Dan Seymour, v.p. in charge of programming, has resigned effective Oct 1, to join J. Walter Thompson Co..... ATV Film Productions, Inc., New York commercials producer, moves it executive offices and editing dept from 1600 Broadway to its studios at 35-01 Northern Blvd., Long Island City, N. Y., today (31).

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VOLUME 7 NUMBER 36

EDITOR: Jerry Leichter
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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(5)

NBC- 7:30-7:45pm EDT; RETURN; The Tony Martin Show; from KRCA-TV(LA), 53 stations live, 12 kine. § Alternate Week Sponsors- 1) Webster-Chicago Corp (Webcor phonographs, Tape Recorders) thru John W. Shaw Advertising, Inc(Chi). 2) Associated Products, Inc (5-Day Deodorant Pads) thru Grey Advertising Agency, Inc(NY); Wallas T. Drew; Agcy Superv- Herb Strauss. § Pkgr- Tony Martin Productions(LA); Prod & Dir & Writer- Alan "Bud" Yorkin; Music Dir- David Rose. § Singer Tony Martin returns with his musical show, featuring the Interludes, singing group; backed by David Rose and the orchestra. Program replaces The Matt Dennis Show (last show Aug 29), its summer replacement, in this time spot. (See page 97).

NBC- 9-9:30pm EDT, 3 of every 4 Mondays; RETURN; Medic, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), 71 stations net, 14 delayed. § Alternate Week Sponsors- 1) Dow Chemical Co (Saran-Wrap, Plastic Wall Coverings, other products) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich); Acct Superv- Ernest A. Jones; Acct Exec- Bud Ehrlich(NY); Comm Superv & Agcy Film Prod- Jack Strang(NY); Comms- On Film. 2) General Electric Co, Lamp Div (GE Lamps) thru Batten, Barton, Durstine & Osborn, Inc(Cleve); Acct Exec- George Cozzens. § Pkgr & Film Prod- Medic TV Productions, at American National Studios(Hollywood); Exec Prod- Worthington Miner; Prod- Frank LaTourette; Prod Superv & Creator- James Moser; Prod Mgr- Lonnie D'Orsa; Dirs- John Brahm, Ted Post, George Cahan and James Moser; Dir of Photog- William A. Sickner; Film Ed- Bob Seiter; Music Dir- Victor Young; Script Superv- Moser; Writers- Moser, others. § Richard Boone, as Dr. Konrad Styner, returns as host-narrator and occasional star of dramatizations of medical case histories. Casts continue to include actual doctors and nurses in minor roles. The 1955-56 series will deal in many cases with emotionally connected illnesses. Series has been seen via re-runs since June 20 (See page 66).

POOL- CBS, 2-2:30pm EDT; NBC, 3-3:30pm EDT (on kine); SPECIAL; Harry S. Truman Labor Day Address; from WJBK-TV(Det), to the CBS and NBC nets. § Public service, sustaining. § Pkgr- CBS News & Public Affairs(NY); production staff & cameras from WJBK-TV. § Harry S. Truman will deliver a Labor Day address on the occasion of the annual Joint AFL-CIO Labor Day Parade in Detroit. The former president will speak in Cadillac Square in front of Detroit's City Hall. Mr. Truman will be introduced by Michigan Governor G. Mennen Williams.

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Tuesday(6)

ABC- 8:30-9pm EDT; DEBUT; The Life and Legend of Wyatt Earp, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 37 stations net, 14 delayed. § Alternate Week Sponsors- 1) General Mills, Inc (Cheerios) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- Gordon Johnson; Acct Exec- Joseph H. Holmes. 2) The Parker Pen Co (All Products) thru Tatham-Laird, Inc(Chi); Acct Exec- David Watrous; Comm Superv- Howard Rapport; Commls- On Film. § Pkgr- 616 Company(H'wood); Film Prod- Desilu Productions, Inc., at Motion Picture Center(Hollywood); Exec Prod- Louis F. Edelman; Prod- Robert F. Sisk; Prod Mgr- Argyle Nelson; Dir- Frank McDonald; Unit Prod Mgr & Asst Dir- Syd Fogel; Music By- Ken Darby Singers; Sets- Theodore F. Offenbecker; Dir of Photog- Harold Wellman; Ed Superv- Daniel Cahn; Film Ed- John Durant; Costumes- Douglas Stevens; Writer- Frederick Hazlitt Brennan (first 10 scripts, based on book by Stuart N. Lake). § Hugh O'Brian stars in the title role as the legendary frontier marshall, in episodes depicting his travels through the West in bringing law and order to the American frontier. Program replaces a network sustaining film series, The Big Picture in the spot.

Friday(9)

ABC- 7:30-8pm EDT; RETURN; The Adventures of Rin Tin Tin, ON FILM; from WABC-TV (NY) & KABC-TV(LA), 22 stations net, 44 delayed. § Sponsor- National Biscuit Co, Cereal Division (Various Cereals) thru Kenyon & Eckhardt, Inc(NY); Acct Superv- William King; Accts Execs- Donald Smith, Sidney B. Silleck; Commls- On Film. § Pkgr & Film Prod- Screen Gems, Inc., at Columbia Pictures Studio(Hollywood); Prod- Herbert B. Leonard; Dirs- Robert G. Walker, others; Dir of Photog- Fred Jackman, Jr; Story Superv- Douglas Heyes; Writers- Various. § New series of dramatic adventures, starring the dog of the title role, and Lee Aaker as his young master. Series has been in re-run since June 10 (See page 58).

NBC- 9-9:30pm EDT; RETURN; The Big Story; LIVE & FILM; from WRCA-TV(NY), 70 stations live, 20 kine. § Sponsor- American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Superv- William Spire; Acct Exec- Ken McAllister; Comm Anncr- Ernest Chappell (on film). § Pkgr- Pyramid Productions, Inc(NY); Prod- Robert L. Shayon; Dir- Alex Leftwich; Music Dir- Vladimir Selinsky; Writers- Various, staff; Casting- Gladys Rave (at Pyramid, NY). § Series dramatizing outstanding news stories and honoring their reporters, returns with a new format utilizing a permanent "news room" set in New York for the live portion of the program, with the filmed segments of the news story integrated through a monitor introduction in the newsroom, after which the actual story of the week is seen. At the close the actual reporter whose story has been dramatized appears to receive the award which is a regular feature. Program replaces Best in Mystery (last show Sept 2), its summer replacement (See page 79).

NBC- 9:30-10pm EDT; DEBUT; Star Stage, LIVE & FILM; from WRCA-TV(NY) and/or KRCA TV(LA), 31 stations live, 12 kine or delayed. § Alternate Week Sponsors- 1) Campbell Soup Co (All Products) thru Batten, Barton, Durstine & Osborn, Inc (NY); Acct Exec- Hiram Brown; Agcy Superv- W. R. Hesse. 2) Chesebrough-Pond's, Inc (Pond's Cosmetics) thru J. Walter Thompson Co(NY); Acct Exec- Herbert Drake; Agcy Superv- Jerome V. Roscoe; Comm Prod- Marie Gordon (on film). § Pkgr- MCA-TV(NY). Film Prod- 13 programs, by Revue Productions, at Republic Studios, Hollywood; Prod Superv- Alan Miller. Live Prod- 26 programs, from either NY or LA, by MCA-TV; Exec Prod- Mort Abrahams(NY); Prod- Charles Russell(NY); Dir- Sidney Lumet, others; Music Dir- Jacques Press; Art Dir- Paul Sylbert; Script Ed- Ted Apstein(MCA, NY); Writers- Various; Casting- Eleanor Kilgallen, Monique James (MCA, NY). § Drama series, starring top name talent in outstanding stories. Live programs may originate in either New York or Hollywood, while the 13 filmed programs seen during the regular season at varying intervals will be repeated during the summer of 1956. Program replaces Dear Phoebe (last show Sept 2).

Saturday(10)

CBS- 9:30-10pm EDT; DEBUT; It's Always Jan, ON FILM; from WCBS-TV(NY) & KNXT(LA), 81 stations net, 12 delayed. § Sponsor- Procter & Gamble Co (Drene, Gleem, Pin-It) thru Compton Advertising, Inc(NY). § Pkgr- Janard Productions; Film Prod- Desilu Productions, Inc, at Motion Picture Center(Hollywood); Prod & Writer- Arthur Stander; Assoc Prod- Dewey Starkey (Paul Jacobs, premiere film); Dir- Norman Tokar (Sheldon Leonard, premiere film); Art Dir- Ralph Berger; Music- Earl Hagen & Herbert Spencer. § New situation comedy of the trials of several young women, sharing a New York apartment; starring Janis Paige as Janis Stewart, a night club singer; Patricia Bright as Pat Murphy, a hard-boiled secretary, and Merry Anders as Val Marlowe, a blonde model; with Jeri Lou James as Josie Stewart, the singer's 10-year-old daughter, and Arte Johnson as Stanley Schreiber, son of a neighborhood delicatessen owner. The program replaces Down You Go (last show Sept 3, moving to ABC-TV Sept 15).

CBS- 10-10:30pm EDT; DEBUT; Gunsmoke, ON FILM; from WCBS-TV(NY) & KNXT(LA), 102 stations net, 8 delayed. § Sponsor- Liggett & Myers Tobacco Co (Chesterfield Cigarettes, with spots for L & M Cigarettes) thru Cunningham & Walsh, Inc (NY); TV Acct Superv- Norman Gort. § Pkgr- CBS-TV(LA); Film Prod- Filmaster Productions, Inc., at California Studios (Hollywood); Filmaster Prod Exec- Robert Stabler; Prod & Dir- Charles Marquis Warren; Assoc Prod- Norman MacDonnell; Writers- Charles Marquis Warren, John Meston, others. § Adult Western series, based on the radio dramas of the same name, starring James Arness as U. S. Marshall Matt Dillon, with Amanda Blake as Kitty, Milburn Stone as Doc, and Dennis Weaver as Chester. Program replaces TV's Top Tunes (last show Sept 3).

NBC- 11:30am-12noon EDT; RETURN & CHANGE; Watch Mr. Wizard; from WRCA-TV(NY), to the net. § Sustaining (Production costs borne by Cereal Institute, Chicago, thru Jules Power). § Pkgr- Prism Productions, Inc(NY); Exec Prod- Jules Power; Unit Mgr- Paul Jacobson; Dir- Jim Kitchell; Sets- Bob Fletcher; Writer-Researcher- Russell Beggs. § Don Herbert, as "Mr. Wizard," teaches science to youngsters, using materials from nature and industry; with Pamela Fitzmaurice as Susan, and Hugh Dunne as Danny, the two children who watch Mr. Wizard perform his experiments. The program debuted over NBC in March, 1951, from Chicago. It has been seen in kine repeats during the summer since June 4 (see Page 61). The new series, leaving Chicago for the first time, will originate from New York regularly.

NBC- 8-8:30pm EDT; SPECIAL; Kickoff - 1955; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports Dept(NY); production details not set. § Preview of the coming football season, during which NBC will telecast NCAA football games. The program will also mark the 50th anniversary of the NCAA as the governing body of collegiate football. The program will feature prominent football personalities. The program replaces The Soldiers (last show Sept 3).

NBC- 10:30-11pm EDT; RETURN; Your Hit Parade; from WRCA-TV(NY), 106 stations live, 44 kine. § Alternate Week Sponsors- 1) Hudnut Sales Div of Warner-Lambert Pharmaceutical Co (Quick Home Permanent, Pin-Quick, Enriched Creme Shampoo, Creme Rinse) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Douglas Coyle; Agcy Superv- Dwight Mills; Comm Anncr- Julia Meade (on film); Prog Anncr- Andre Baruch. 2) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Agcy Superv- Dan Lounsbery; Comm & Prog Anncr- Andre Baruch. § Pkgr- BBD&O for American Tobacco Co; Prod- Dan Lounsbery; Dir- William Colleran; Music Dir- Raymond Scott; Set Designs- Paul Barnes; Costumes- Sal Anthony; Choreog- Ernest Flatt. § The musical variety program returns for its sixth season, with singers Dorothy Collins, Snooky Lanson, Gisele MacKenzie and Russell Arms; singing and dancing groups; backed by Raymond Scott and the orchestra. The program replaces Your Play Time (last show Sept 3), its summer replacement in this time spot (see page 60).

Sunday(11)

CBS- 7-7:30pm EDT; RETURN; Lassie, ON FILM; from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) Campbell Soup Co (All Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Hiram Brown; Agcy Superv- W. R. Hesse. 2) Kellogg Co (Various Cereals) thru Leo Burnett Co, Inc(Chi). § Pkgr & Film Prod- Robert Maxwell Associates, at KTTV(LA); Prods- Robert Maxwell, Dusty Bruce; Assoc Prod- Rudy Abel; Dirs- Various. § Return of the drama series with the famous Hollywood collie in the title role, Tommy Rettig as Jeff Miller, the dog's young master; with Jan Clayton and George Cleveland in their adult roles. Pokey, a bassett hound, is one of the new personalities added to the cast for the new films. The program replaces It's Magic (last show Sept 4) in the time spot (see page 85).

CBS- 7:30-8pm EDT; RETURN; Private Secretary, ON FILM; from WCBS-TV(NY) & KNXT (LA), 142 stations net, 31 delayed. § Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr & Film Prod- Jack Chertok Productions, at General Service Studios (Hollywood); Prod- Jack Chertok; Prod Superv- Harry Poppe; Dirs- Oscar Rudolph, others. § New series of films starring Ann Sothern as the unconventional secretary to a talent agent, played by Don Porter; with Vi Praskins. Program has been seen in re-run since June 5 (see page 53). Program will be seen again Sept 18, then it will alternate weekly with the Jack Benny Show, returning Sept 25.

NBC- 7:30-9:30pm EDT; DEBUT; Color Spread (Color); from WRCA-TV(NY) or KRCA-TV (LA), 101 stations live, none kine. § Participations (U. S. Rubber Co thru Fletcher D. Richards, Inc(NY); Sunbeam Corp thru Perrin-Paus Co(Chi); Standard Brands, Inc thru various agencies; The Maybelline Co thru Gordon Best Co., Inc (Chi).) § Pkgr- NBC-TV(NY); Exec Prod- Sam Fuller. Productions will be seen one of every four Sundays, 7:30-9pm EDT. The first of the series is a special two-hour program, "The Skin of Our Teeth", a television version of the Robert Whitehead Production for ANTA (see Page D for cast and production credits for the program). Future schedule calls for color spectaculars with various themes and various production staffs, all one and a half-hour productions: Oct 9, Nov 6, Dec 4, Jan 1, 1956; Jan 29, Feb 26, March 25, April 22, May 20, June 17, July 15, Aug 12. Programs will originate in either New York or Hollywood.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Miss America Pageant; SPECIAL Sept 10; Sat, 10:30pm-12midnight; remote from Atlantic City, N. J., to WABC-TV(NY), to the net; 115 stations live. Sponsor- Philco Corp (All Products) thru Hutchins Advertising Co., Inc(Phila); Agcy Supervs- H. Pierson Mapes, James Burton(both NY); Comm Superv & Dir- Harold Tulchin; Comm Anncr- Cy Harrice. § Pkgr- ABC-TV(NY); Prod- Fred Heider; Dir- Marshall Diskin. § Highlights of the Miss America competition at Convention Hall, Atlantic City, N. J., with Bert Parks as pageant m.c., and John Daly and Bess Myerson as host and hostess for Philco on the telecast. The program is in open time.

NBC- Have Camera, Will Travel (Aug 30, Tue, 9:30-10pm EDT) and Hollywood's Best (Sept 6 & 13, Tue, 9:30-10pm EDT). Special programs filling the time spot until Armstrong and Pontiac inaugurate their alternate week one-hour drama series on Sept 27 (March of Medicine is scheduled for one of its special programs on Sept 20 in the time spot). Have Camera, Will Travel, starring comedian Paul Gilbert, is the pilot film for a once-projected series; presented sustaining. Hollywood's Best will be sponsored for its two weeks by Charles Antell, Inc thru Product Services, Inc(NY). No information is available on the program format.

Pinky Lee Show (Mon thru Fri, 5-5:30pm; Sat, 10-10:30am EDT) FORMAT CHANGE, effective Sept 5. Program will be built around "The Happy Town Circus" in a new circus tent setting.

TALENT SHOWSHEET SEPTEMBER 5-11, 1955

Most of the shows on Sept. 2, 3, 4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 9. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Danny Thomas, Captain Midnight, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Ford, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY SEPTEMBER 2

no additions or corrections

SATURDAY SEPTEMBER 3

ON THE CAROUSEL	WCBS-TV 9am	Kajar (magician)
TELEVISION WORKSHOP	WRCA-TV 7pm	A Man and His Music - Presented by WRCA-TV & Columbia Artists Management - with Martha Lipton (S), Whittemore & Lowe (M), The Song Masters (S); Skitch Henderson as MC; Prod & Dir by Jim Elson
AND HERE'S THE SHOW	NBC 10pm	regulars & Nina & Pepi (tumbling),

SUNDAY SEPTEMBER 4

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Call - (O) by Steven Gethers; with Mark Roberts, Joe Maross, Frances Helm, Mary Lou Taylor; (SD) by Herbert Kenwith.
CAMERA THREE	WCBS-TV 3:30	Songbag for a Holiday - with Ed McCurdy, Jean Ritchie (S)
COLGATE VARIETY HOUR	NBC 8pm	Charlton Heston as MC, the King Sisters (S), Bob Hamilton Trio (D), Joan Crawford, Hank Henry, Bob Manning (S)
LIFE BEGINS AT 80 (Jack Barry)	ABC 9:30	Juvenile Jury - Joe Ward, Mark Swartz, Carol MacDonald, Cheryl Fong

MONDAY SEPTEMBER 5

Superman (George Reeves)	WRCA-TV 6pm	Clark Kent - Outlaw - listed in last week's report. Show on that date was Jet Ace - with regulars & Selmer Jackson, Larry Blake, Frank Richards, Dick Reeves, Jim Hayward;(SW & SD)
Sherlock Holmes (Ronald Howard)	WRCA-TV 7pm	The Case of the Laughing Mummy - listed last week; show on that date was: Greystone Inscription - (O) by Lou Morheim; with regulars & Marine Mayne, Eric Micklewood, Tony Wright, Roger Garris; (SD)
TONY MARTIN	NBC 7:30	The Interludes as regulars: Bill Thompson, Sue Allen, Bernie Parke, Bill Brown., Jimmy O'Connor (S); Music - David Rose; Prod, (SD) & (SW) by Alan (Bud) Yorkin (PREMIERE, FROM HWD)
CAESAR PRESENTS (Phil Foster)	NBC 8pm	regulars only; (SW & SD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Alicia Beltran (S), Poly Na Garrett (S), Versatiles (S)
VOICE OF FIRESTONE	ABC 8:30	Elaine Malbin (S)
Medic (Richard Boone)	NBC 9pm	All the Lonely Night - with Karen Steele, Peter Gray, Audrey Swanson, Bartlett Robinson, Gloria Clark, Joe Tomes, Jean Engstrom, Bingo Pivar; (SW & SD, FALL PREMIERE)
Those Whiting Girls (Margaret & Barbara)	CBS 9pm	regulars & Nancy Hadley, Jackie Kelk, Roy Schallert, Richard Sargeant, Bennett Green; (SW & SD)
ETHEL AND ALBERT	CBS 9:30	not available at press time

TALENT SHOWSHEET(more)

MONDAY SEPTEMBER 5 (Cont'd)

ROBERT MONTGOMERY PRESENTS	NBC 9:30	My Dear Emily - (O) by Elaine Carrington; with regulars & Josephine Brown; (SD) by John Newland
STUDIO ONE SUMMER THEATRE	CBS 10pm	Mama's Boy - (O) by Mel Goldberg; with Alfred Ryder, Martin Brooks, Ruth White, Martin Rudy, Zorah Alton, Irving Lerner, Peter Ostroff, Harvey Feine; (SD) by Tom Donovan
Eddie Cantor	WABC-TV 10pm	The Man Who Liked Little People - with Edmund Gwenn; (SW&SD).

TUESDAY SEPTEMBER 6

Steve Donovan (Douglas Kennedy)	WRCA-TV 6pm	Napoleon's Eagle - (O) by Francis P. Scannell; with regulars: Douglas Kennedy, Eddy Waller; & Stephen Bekassy, Walter Coy, Richard Avonde, Fred Graham, William Forrest, Paul Birch, Carolyn Craig, Gilbert Frye; (SD) by Charles Livingstone; Prod by Jack Chertok's Vi-Bar Productions (PREMIERE)
Wyatt Earp (Hugh O'Brian)	ABC 8:30	Mr. Earp Becomes a Marshal - (SW) by Frederick Hazlitt Brennan; with Hugh O'Brian as regular & Marshall Bradford, Alan Dinehart III, Hal Baylor, Denver Pyle; (SD) by Lewis R. Foster; Prod by Robert F. Sisk (PREMIERE)
ARTHUR MURRAY PARTY	NBC 8:30	Eddie Albert, Margo, Baird Puppets
MUSIC '55 (Stan Kenton)	CBS 8:30	Harold Arlen (composer), Count Basie (M), Joe Williams (S), Julie Wilson (S)
Jane Wyman's Fireside Theater	NBC 9pm	Gusher City - (O) by William Froug; with Rod Cameron; (SD) by Don Weis

WEDNESDAY SEPTEMBER 7

FRANKIE LAINE TIME	CBS 8pm	Teresa Brewer (S), Joey Bishop (C), Lou Nelson (C), Gene Krupa (M), Chita Rivera (D)
Father Knows Best (Robert Young)	NBC 8:30	Father's Private Life - (O) by Roswell Rogers; with regulars & Tina Thompson
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Merle Roberts - with Vera Miles, James Bell, Robert Quarry, Jacqueline DeWit, Charles Cane, Patricia Hardy, Diane Jergens; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Woman of Principle - (O) by Will Lorin; with Mary Fickett, Helen Shields, Larry Weber, Richard Kendrick, Edith Meiser, Dickie Olsen, Hugh Dunne, Charles Martin; (SD)
FRONT ROW CENTER	CBS 10pm	Tender is the Night - (O) by F. Scott Fitzgerald, (A) by Whitfield Cook; with Mercedes McCambridge, James Daly, John Abbott, Olive Sturgess; (SD) (FROM HOLLYWOOD)
Douglas Fairbanks	WRCA-TV 10:30	Big Nick - (O) by Abby Mann & Ben Arbeid; with Rossano Brazzi, Valentina Cortesa; (SD)

THURSDAY SEPTEMBER 8

Guy Lombardo	WRCA-TV 7pm	Ella Logan (S)
CLIMAX! (Bill Lundigan)	CBS 8:30	Public Pigeon No. One - (O) by Donn Quinn & Larry Berns, (A) by Devery Freeman; with Red Skelton, Ann Rutherford,
STAR TONIGHT	ABC 9pm	Success Story - (O) by Laurence Williams; with Frederic Worlock, Aina Niemela, Ann Dere, Paula Trueman, Bill Becker, Carolyn Lee, Mary Jackson; (SD) by Mary Scourby
LUX VIDEO THEATRE (Otto Kruger)	NBC 10pm	The Happy Man - (O) by Raphael Hayes; with Kurt Kasznar, Judith Evelyn, Marilyn Erskine, Robert Emhardt; Otto Kruger starts as permanent host; (SD, FROM HOLLYWOOD)

FRIDAY SEPTEMBER 9

Adventures of Rin-Tin-Tin (Lee Aaker & James Brown)	ABC 7:30	R. T. T. and the Bugle Call - (O) by Samuel F. Roeca; with regulars & Ralph Moody, William Forrest, Richard Devon, Hal Hopper; (SD) by Robert G. Walker (FALL PREMIERE)

FRIDAY SEPTEMBER 9 (Cont'd)

Schlitz Playhouse	CBS 9pm	The Uninhibited Female - (O) by Herbert Depew, (A) by Nord Riley; with Morris Ankrum, Larry Blake, Paul Brinegar, James Parnell, Grace Leonard, Bob Fould, Edward Garr; (SD) by Harry Keller
THE BIG STORY	NBC 9pm	Ralph Hennings, South Bend, Ind. Tribune - (O) by Allan Sloane with Frank Marth, Terry O'Sullivan, John Pavelko, Henry Velez, Clem Fowler, Charles Rae King, Matt Crowley, Lewis Charles, Norman Sturgis, Kenneth Konopka, Janet Paul; (SD) by Alex Leftwich (PREMIERE)
The Vise	ABC 9:30	Bond of Hate - with Kay Callard, Lloyd Lamble
STAR STAGE	NBC 9:30	The Toy Lady - (O) by Max Watson; with Sylvia Sidney, Will Kuluva, Ruggero Romor; (SD) by Sidney Lumet (PREMIERE)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 2 THRU FRIDAY SEPTEMBER 9

GARRY MOORE	CBS 10am	Thu - Bernie West (C); F - Roger Price (C), Mr. Ballantine (C&magic)
JACK PAAR	CBS 1pm	Tue - Shirley Yamaguchi; F - Louis Nye (C)
ART LINKLETTER'S HOUSE PARTY	CBS 2:30	Tue - Sheilah Graham (Columnist); W - 5 future stars as nominated by Conference of Motion Picture Organizations; Thu - Billy Chapin, Sally Jane Bruce (FROM HOLLYWOOD)
BOB CROSBY	CBS 3:30	M thru F - Jack Narz subs for vacationing Bob Crosby (HWD)
WAY OF THE WORLD (Gloria Louis)	NBC 4pm	M thru F - One Day More - (O) by George Bradshaw, (A) by Robert Thomsen; with Stewart Bradley, Stephen Pluta, Ruth Warrick, Susan Willis, Judith Parrish, Lynn Pearson, David Doyle, Les Damon, Larry Kerr, Lilia Skala, John Graham, Justine Johnson
WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 4:30	regulars &: M - Grace Keddy; Tu - Zamah Cunningham, Len Doyle, W - O. Z. Whitehead, Susan Steel; F - Charles Cooper; (SW & SD)
MODERN ROMANCES	NBC 4:45	Heat Lightnin' - (O) by Anne Howard Bailey, (A) by Joseph Cochran; with Coe Norton, Fran Carlon, Humphrey Davis, Pat Hosley, Melville Ruick; (SD)
Stories of the Century (Jim Davis)	WCBS-TV 5pm	Sat 9/10 - Rube Burrows - (O) by Maurice Tombragel; with regulars & Paul Picerni; Sun 9/11 - Jim Courtright - (O) by Joe Richardson; with Robert Knapp; (SD)
The Early Show	WCBS-TV 6:15	M thru F - George Bryan is regular host
UPBEAT!	CBS 7:45	Alan Dale & Dolores Hawkins Tue & Thu (both S)
JULIUS LaROSA	CBS 7:45	F(9/9) - Dorothy Collins (S)
TONIGHT (Steve Kovacs)	NBC 11:30	M - Cy Coleman (M), Polgar (mentalist); Tu - Mickey Deems (C); W - Professor Backwards, George Adamski (flying saucers), Bobby Hackett (M); Thu - The Blackburn Twins (D), Sunny Gale (S); F - Henny Youngman (C), Dizzie Gillespie (M),

SATURDAY SEPTEMBER 10

Commando Cody (Judd Holdren)	CBS 11am	Solar Sky Riders - with regulars & Bill Henry, Sydney Mason, Eddie Foster, Rick Vallin, Dale Van Sickel; (SW & SD)
Tales of the Texas Rangers (Willard Parker)	CBS 11:30	Carnival Criss-Cross - (O) by J. Benton Cheney; with regulars & Gordon Mills, Jean Willis, Peter Roman, Hy Anzel, John Hamilton, Harvey Dunn, Robert Roark; (SD)
AMERICA'S GREATEST BANDS (Paul Whiteman)	CBS 8pm	Ralph Marterie, The Treniers, Jose Curbelo, Buddy Rogers (all M)
MUSICAL CHAIRS	NBC 9pm	Rosemarie (S)
Texaco Star Theatre (Donald O'Connor)	NBC 9:30	regulars & Lisa Davis, Douglas Fowley, Nestor Paiva; (SD & SW)
Gunsmoke (James Arness)	CBS 10pm	Matt Gets It - with regulars James Arness, Dennis Weaver, Milburn Stone, Amanda Blake; John Wayne as guest; (SW & SD, PREMIERE)

SATURDAY SEPTEMBER 10(Cont'd)

Mayor of the Town	WRCA-TV 11:15	Marilly's Murder - (O) by Dana Slawson; with regulars & John Gallaudet, William Fawcett, Tina Thompson; (SD)

SUNDAY SEPTEMBER 11

LOOK UP AND LIVE	CBS 10:30	readings from Vessel of Clay - (O) by Leo Trese; The Diary of a Country Priest - (O) by George Bernanos
Wild Bill Hickok	CBS 11:30	Chain of Events - with regulars & Gloria Winters; (SW & SD)
You Are There (Walter Cronkite)	CBS 6:30	The Triumph of Louis Braille - (O) by Shirley Gordon; with Barry Atwater, James Goodwin, Peter Brocco, Denver Pyle, Frank Kreig, Lomas Study, Ernest Sarracino, Gene Collins, Carolyn Jones, Nan Boardman, Natalie Norwick, Ed Skipper McNally, Yvette Vickers; (SD)
SUNDAY SPECTACULAR	NBC 7:30 (COLOR)	Robert Whitehead's Production of The Skin of Our Teeth - (O) by Thornton Wilder, Dir by Alan Schneider; TV (A) by Ellen Violett; with Helen Hayes, Mary Martin, George Abbott, Florence Reed, Don Murray, Heller Halliday, Frank Silvera, Earl George, Paul Morrison, Vinie Burrows, Patricia Taffe, Fred Kareman, Frank Hamilton, Jonathan Anderson, Frank Silvera, Howard Fischer, Eileen Lear, Frances Sternhagen, Maud Scheerer, Norma Veney, Alice Fay, Charles Boaz, Frank Hamilton, Emily Cobb, Jack Delmonte, John Dorman, David Elliott, Tom Geroghty, Lily Lodge, Richard O'Neil, Ann Stanwell; Dir by Vincent J. Donehue; Prod by Fred Coe; Sets by James Russell; Costumes by Helene Pons; Music by Bernard Segall; Orch conducted by Harry Sosnik (PREMIERE)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Phil Silvers (C), Jane Russell, Jeanne Crain, Ames Brothers (S), winners of Harvest Moon Ball contest, Bklyn Dodgers
GOODYEAR TELEVISION PLAYHOUSE	NBC 9:30	Suit Yourself - (O) by Jim Fritzell; with Eddie Bracken, others to be announced; (SD) by Jack Smight(½HR,TODAY ONLY)
Loretta Young	NBC 10pm	Reunion - with Joseph Cotton, Nina Foch; (SD)
APPOINTMENT WITH ADVENTURE	CBS 10pm	When in Rome - (O) by Newton Meltzer; with Charles Drake, Geraldine Brooks, Sidney Armus, Henry Lascoe, Carlos Montalban, Jose Perez, Luis Van Rooten; (SD) by Seymour Robbie
The Whistler	WPIX 10:30	The Lovely Look - (O) by Mary Ruth Funk, (A) by Joel Malone; with Murvyn Vye, Pamela Duncan, Sheila Bromley, Gene D'Arcy, William Forman; (SD)

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

BUSTER CRABBE - swim star, leading actor who plays Captain Gallant on NBC - AGT: George Baxt, OX 5-2364

SI OAKLAND - understudy for Paul Muni in Inherit the Wind at the National Theatre, who went on last week - PRESS: Leo Freedman, CH 4-7250

RICHARD KILEY - popular actor of stage, screen, TV - currently in Phenix City Story - AGT:

DIAHANN CARROLL - currently at La Vie - MGT: Lou Walters, JU 6-8300

HURRICANES - MGT: Lew & Leslie Grade, JU 6-4190

MARGARET HARSHAW - soprano of the Met - MGT: David W. Rubin, CI 7-3841

EVA LeGALLIENNE - to be seen in Maurice Evans' production of Alice in Wonderland - AGT: Milton Goldman, MU 8-0840

RUTH CHATTERTON - seen in Sign of Winter last week at Lucile Lortel's White Barn Theatre - AGT: Jane Eroder, MU 8-0960

JUSTINE JOHNSON - LE 2-2100

WALLY COX - formerly Mr. Peepers - AGT: Gloria Safier, TE 8-4868

HEYWOOD HALE BROUN - AGT: Julie Leonard, MO 3-6911, UN 5-1821

AUGUSTA MERIGHI - Italian actress of The Rose Tattoo - AGT: Alixe Gordin, PL 1-2650

VIVECA LINDFORS - plays title role of Anastasia - PRESS: Bill Doll, WI 7-2386

JULIE ANDREWS - lovable star of The Boy Friend - PRESS: Karl Bernstein, CI 6-0427

GWEN VERDON - dancing sensation in Damn Yankees - PRESS: R. Rabinovitch, LA 4-1839

PAT CARROLL - to be seen in Catch a Star - PRESS: Karl Bernstein, CI 6-0427

VAN HEFLIN - playing out of town in Arthur Miller plays, A View from the Bridge - PRESS: J. D. Proctor & Merle Dubuskey, VA 6-5084

JACQUELINE SCOTT - plays ingenue role in The Wooden Dish opening at the Booth on Oct 6, available for TV after that date -PRESS: Frank Goodman, JU 2-2746

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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SEPTEMBER 7, 1955

VOLUME 7 NUMBER 36 A

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Herbert Brodkin is scheduled to leave ABC to take over production reins on the Philco & Goodyear Television Playhouse series on NBC sometime in October. Plans, titles and other such are still nebulous. The drama programs are in a state of flux as far as future planning is concerned, with Alcoa succeeding Philco as a sponsor on alternate weeks come Oct 16. With the announced increase in budgets, script approach and starring names, the alternate week for Goodyear would feel some effect. Although it had presumably been settled within the past two weeks that the production staff would move from the Philco to the Alcoa programs, continuing also on Goodyear, it has been reported that Gordon Duff has asked to be relieved from his post as producer of the programs, although he is remaining on NBC staff for another assignment. The Brodkin move from ABC, not yet officially announced, completes the dissolution of ABC's drama production staff for "showcase" work. Brodkin had been producer of the Motorola TV Hour, Center Stage and the Elgin Hour, all programs scheduled for alternate showing with the U. S. Steel Hour when it was seen Tuesdays, 9:30-10:30pm over ABC-TV. When the steel program moved to CBS and Elgin bowed off the alternate hour, it hurt ABC efforts to find a drama replacement sponsor or sponsors. Then when The $64,000 Question blazed in the 10-10:30pm spot on CBS, adding its pressure to the NBC drama package of Armstrong and Pontiac alternating weekly, Tuesdays, 9:30-10:30pm, ABC had to give up on the open time. A few days ago it was revealed that Philip Barry, Jr., who had been Brodkin's assistant and script editor on all his drama programs, and Joan MacDonald, who had been casting director for the ABC dramas, had both moved to NBC to become associate producer and casting director, respectively, for Producer's Showcase. Now Brodkin, who had recently signed a new ABC contract, will be leaving, probably with ABC's blessing since the network obviously had nothing in sight for him to produce. The Television Playhouse story is still subject to change, with other staff shifts to be announced.

Stations have already begun warning editors that because of different termination dates for daylight saving time on east and west coasts, live network programs from Sept 25 thru Oct 29 will be telecast one hour earlier than in current schedules for midwestern and west coast stations.....The Martha Raye Show returns Sept 20 to NBC with practically the same production staff that handled last year's successful run. Minor changes include Frank Bunetta as TV director, replacing Grey Lockwood who will be with Perry Como; Jonathan Lucas as choreographer in place of Herb Ross, and Paul Dupont doing costumes, replacing Guy Kent.

 (MORE)

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Premiere production for the Pontiac drama hour, alternate Tuesdays, 9:30-10:30pm over NBC, on Oct 4 will be a David Davidson adaptation of Philip Wylie's magazine story, "The Answer".....Armstrong Circle Theatre, which will alternate with Pontiac, will present "actuals," an intellectual's description of live documentaries, or telementaries in NBC's telanguage. John Cameron Swayze will be host for the series, which will dramatize the human interest story behind the news. Announced probable stories include the story of a hurricane and of people in its path the story of B. P. Schulberg, the once well-known Hollywood producer who a few years ago had to advertise for work, any kind of work; the story of Sanford, Maine, a small community suddenly deserted by its major factory; 24 hours in the life of a hospital intern; the story of an adoption, taken from the files of The Cradle, Chicago adoption society, and one drama based on the Lexington School for the Deaf in New York, with a child in the school as the central figure. One not-unlooked-for result of this type of programming will be an opportunity for program promotion through publicity and local exploitation not normally available for straight dramatic efforts.

Future productions for Studio One for its fall series include: Sept 19, "Like Father, Like Son," an original by Kathleen and Robert Howard Lindsay, starring Ralph Bellamy, directed by Paul Nickell; Sept 26, "Three Empty Rooms," a Reginald Rose original, directed by Franklin Schaffner; Oct 3, "A Likely Story," an original by Frank B. Gilroy, starring Eddie Bracken, Hope Emerson and Jack Whiting, to be directed by William Brown; Oct 10, schedule not set; Oct 17, "A Most Contagious Game," an adaptation from Samuel Grafton's novel, with the author probably doing the TV version; Oct 24, "Private History," a Jerome Ross original; Oct 31, "Split Level," an original by Joel Hammil. The Nov 7 presentation is the seventh anniversary for Studio One, which debuted Nov 7, 1948. The program will be "Shakedown Cruise," an original by Loring D. Mandel, involving a submarine.

Arthur Murray Party will be seen Sundays, 10:30-11pm over NBC, starting Oct 2, sponsored by Hazel Bishop, Inc. The program goes into the time originally scheduled for See Hollywood with Louella Parsons, which was cancelled after the Hollywood columnist pleaded ill health and the pressure of her newspaper activities. The Arthur Murray show has had a continuing attraction thru the years for manufacturers of beauty aids or cosmetics.....With the debut of Captain Kangaroo on Oct 3, 8-9am, Monday thru Friday, over CBS, the network will cut The Morning Show back to one hour, 7-8am, with Dick Van Dyke and Charles Collingwood continuing with the show. CBS hails the advent of Bob Keeshan on the net as Captain Kangaroo thusly: "...we think we have a great, new television personality whom the children will love, and who will become a vital part of the young viewers' world." Reminder: On Nov 8, 1954, Bob Keeshan debuted as an old toy repairman on Tinker's Workshop over WABC-TV(NY), Monday thru Friday, 8-9am. Inside of three months (according to NY Pulse ratings) the show matched the net show ratings in the same time period; in five months it went far ahead, to the point where you might say it clobbered the opposition. Henry Burbig took over Keeshan's old role on Tinker's Workshop this week, and starting Oct 3, the old and the new will lock horns for the kid audience. It will make an interesting contrast in whether format or personality will capture the youngsters at the early hour.

AGENCIES AND ACCOUNTS: Weiss & Geller, Inc(Chi) has resigned the Toni Company account, effective Dec 1, 1955. On that date Don Paul Nathanson will resign as v.p. of Weiss & Geller, Inc., to form a new agency which will handle the portions of the Toni Co account handled by Weiss & Geller, Inc. Other Toni Co agencies continue as before. Nathanson had been the advertising director for Toni before he joined Weiss & Geller in 1952.

PEOPLE GOING PLACES: Edward F. Ryan will become director of news and public affairs for WTOP-TV and radio(Wash), effective Oct 10.....Sydney Rubin appointed director of the licensing dept, CBS Television, in New York.....Edwin Cahn heads the new Los Angeles office for The Pulse, Inc., at 6399 Wilshire Blvd., Los Angeles 48, Calif. WEbster 1-2412.

Ross Reports ON TELEVISION

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(12)

ABC- 9:30-10pm EDT; DEBUT; Medical Horizons; by remote from various stations, various cities each week; 28 stations live, 9 kine. § Sponsor- CIBA Pharmaceutical Products, Inc (Institutional) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black; Comm Anncr- Quincy Howe (Institutional messages). § Pkgr- J. Walter Thompson Co(NY); Prod & Dir- Fred Carney; Medical Superv- Dr. William T. Strauss(CIBA); Writers- Jay Raeben, Jere Daniel. § Medical documentary series covering the latest advances in medicine, originating live thru remote pickups from medical institutions and research centers throughout the country. Quincy Howe is narrator. The premiere telecast originates at Mayo Clinic, Rochester, Minn. The program replaces the first half of the Pee Wee King Show (last show Sept 5), with other programs changing to replace other parts of the King show.

NBC- 10:30-11am EDT, Mon thru Fri; DEBUT; Search for Beauty; from WRCA-TV(NY), 23 stations live, 7 kine; more to be added. § Sustaining, Tue & Thu; Sponsor (Mon, Wed, Fri)- Charles Antell, Inc (Super Lanolin Liquid Makeup, Formula 9) thru Product Services, Inc(NY); Acct Exec- Herman Liebenson. § Pkgr- Product Services, Inc(NY); Exec Prod- Charles K. Hepner; Assoc Prod- Stewart Maltin; Prod & Dir- Hudson Faussett(NBC). § Ern Westmore demonstrates makeup techniques on audience guests as well as one celebrity per show. A similar program has been seen for several weeks over ABC-TV, Sundays, 7:30-8pm EDT (started Aug 14) under the same sponsorship. In its new version the program replaces Parents' Time (last show Sept 9) which was seen 10:30-10:45am, and The World at Home (last show Sept 9), seen from 10:45-11am (See page 93).

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents (alternate weeks) The Schick Television Theatre and The Johnson's Wax Program; from WRCA-TV(NY), 85 stations live, 9 delayed. § Alternate Week Sponsors- 1) Schick, Inc (Schick Electric Shavers) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Joseph H. Moss, Jr; Agcy Superv- G. T. C. Fry; Comm Anncr- Bill Nimmo (live & film). 2) S. C. Johnson & Son, Inc (Waxes, Polishes, Polishers) thru Needham, Louis & Brorby, Inc (Chi); Acct Exec- James Isham(Chi); Agcy & Comm Superv- Robert Salter(NY); Comm Anncrs- Wed Howard (Film) & Bob Stanton (live). § Pkgr- Neptune Productions(NY); Exec Prod- Robert Montgomery; Prod Superv- Joseph W. Bailey; Asst to Prod Superv- Jay Sheridan; Dirs- John Newland, Perry Lafferty, one to be named; to alternate; Sets- Syrjala; Costumes- Jane Burroughs; (Continued on next page)

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Monday(12)

NBC- Robert Montgomery Presents (cont'd from previous page): Script Reader- Kathleen Rowan(Neptune); Casting- Julian Williams(Neptune). § Return of regular season series of full-hour drama programs, with Robert Montgomery as host and narrator and occasional star of the programs. Dramas are originals or adaptations of movies, novels, plays or stories, with leading stars in top roles. The program replaces the summer stock version of Robert Montgomery Presents (last show Sept 5).

Tuesday(13)

ABC- 7:30-8:30pm EDT; DEBUT; Warner Bros. Presents: "Kings Row," "Cheyenne," & "Casablanca" cycles, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 79 stations net, 36 delayed. § Sponsors- One half-hour weekly: Liggett & Myers Tobacco Co (Chesterfield & L & M Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Agcy Superv- Norman Gort. One-half hour alternate weeks: 1) General Electric Co (Radio & TV) thru Maxon, Inc(NY); Acct Exec- Patrick Connolly; Agcy Superv- M. F. Mahony; Comm Prod- W. W. Lewis. Also (Small Appliances) thru Young & Rubicam, Inc(NY); Acct Exec- William L. Calhoun; Acct Superv- Wilson Kierstead; Comm Superv- Robert Buchanan; Comm Dir- Robert Margulies. 2) Monsanto Chemical Co (All) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- Ray Fowler; Agcy & Comm Superv- Chris Ford. Also (Institutional) thru Gardner Advertising Co(St. Louis); Acct Exec- Dave Ferriss; Commls- On Film. § Pkgr- Warner Bros. TV Division, at Warner Bros. Studios, Burbank, Calif.; Unit Liaison Exec- William T. Orr; Prod Mgr- Oren Haglund; Script Ed- Richard Diggs; Casting- Solly Baiano. Individual Productions Units: 1) "Kings Row"; Prod- Roy Huggins; Dir- Paul Stewart. 2) "Cheyenne"; Prod- Roy Huggins; Dir- Richard Bare. 3) "Casablanca"; Prod- Jerome Robinson; Dir- John Peyser. § Gig Young is host for Warner Bros. Presents which is divided into three different series: "Kings Row," the romantic series; "Cheyenne," the Western series, and "Casablanca," the adventure and mystery series. Each is based on a film originally produced by Warner Bros., but only the backgrounds and main characters of the originals are retained. Each of the TV films is a separate and complete episode, with entirely new narrative material. The "Kings Row" series co-stars Jack Kelly and Nan Leslie, with Robert Horton and Victor Jory. The "Cheyenne" series stars Clint Walker, with L. Q. Jones. The "Casablanca" series stars Charles McGraw, with Michael Fox, Marcel Dalio and Ludwig Stossel. Gig Young is also host for a six-minute weekly segment "Behind the Cameras at Warner Bros. Studios," which will feature Warner Bros. stars and show scenes of new movies. This segment is produced separately by Art Silver, directed by John Clarr and written by Bob Eisenbach. Warner Bros. Presents replaces Talent Varieties (last show Sept 6) in this time spot.

ABC- 9-9:30pm EDT; RETURN; The Danny Thomas Show (Make Room for Daddy), ON FILM; from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William M. Spire; Agcy Superv- Tom Vietor. 2) Dodge Div, Chrysler Corp thru Grant Advertising, Inc(Chi). § Pkgr- Marterto Productions, Inc; Film Prod- Desilu Productions, Inc., at Motion Picture Center (H'wood); Prod- Louis F. Edelman; Prod Mgr- Argyle Nelson; Dir- Sheldon Leonard; Asst Dir- Edward Hillie; Music- Music Service, Inc (Earle Hagen & Herbert Spencer); Sets- Theodore F. Offenbecker; Dir of Photog- Robert DeGrasse; Film Ed- Dann Cahn; Story Consult- Melville Shavelson; Writers- Various. Danny Thomas returns in his new fall series, with Jean Hagen, Sherry Jackson,and Rusty Hamer. The program has been seen in re-run during summer hiatus.

ABC- 9:30-10pm EDT; DEBUT; Du Pont Cavalcade Theatre, ON FILM; from WABC-TV(NY)&& KABC-TV(LA), 31 stations net, 22 delayed. § Sponsor- E. I. Du Pont de Nemours & Co (Inc) (Various Products & Institutional) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Paul Markman; (Continued on next page)

Tuesday(13)

ABC- Du Pont Cavalcade Theatre (continued from previous page): Acct Execs- Harold Blackburn(NY), Wayne Tiss(H'wood). § Pkgr- BBD&O(NY); Film Prod- Four Star Productions, Inc., at RKO-Pathe Studios, Culver City, Calif; Prod- Warren Lewis; Dir- Various; Writers- Various. Also films produced by Jack Chertok Productions and Jack Denove Productions, both Hollywood. The Four Star schedule calls for 26 films under a 1955-56 contract, while films from the other producers were contracted for under previous agreements for Cavalcade of America, the previous Du Pont series presented during past seasons at an earlier hour on Tuesdays, and will be shown at intervals during the new season. § The Cavalcade Theatre series will emphasize dramas devoted to outstanding people in contemporary American history, while the previous years' series dealt with historical episodes. The program replaces The Dotty Mack Show in this time spot, with the latter moving to Mon, 9-9:30pm EDT, effective Sept 12.

NBC- 7:30-7:45pm EDT, Tue & Thu; RETURN; The Dinah Shore Show; from KRCA-TV(LA) (first two programs are from WWJ-TV, Detroit); 73 stations live, 6 kine. § Sponsor- Chevrolet Dealers of America thru Campbell-Ewald Co(Det); Acct Superv- Henry G. Little; Acct Exec- Colin Campbell; Agcy & Comm Superv- Willard Hanes(LA); Prog & Comm Anncr- Art Baker. § Pkgr- NBC-TV(LA); Prod & Dir- Bob Banner; Asst to Prod- Barbara Fishel; TV Dir- Clair McCoy; Music Dir- Harry Zimmerman; Sets- Frank Swig; Costumes- Carol Hodges; Choreog- Nick Castle; Miss Shore's Music Arranger- Ticker Freeman. § Singer Dinah Shore returns with her music series, with the Skylarks vocal group; backed by Harry Zimmerman and the orch. The first two programs will originate from Detroit after which the program returns to its regular origination from Hollywood. The program replaces the Vaughn Monroe Show (last show, Sept 8), its summer replacement, in this time spot.

Wednesday(14)

ABC- 7:30-8:30pm EDT; RETURN; Disneyland, ON FILM; from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), 46 stations net, 57 delayed. § Sponsors- One half-hour weekly: American Motors Corp (Nash-Kelvinator Div) thru Geyer Advertising, Inc (Det); Acct Execs- John Henry(Nash), Neil Nyland(Kelvinator); Agcy Superv- W. H. Case(NY); Comm Superv- James Harkey; Comm Anncrs- Various for Nash, Hillary Brooke for Kelvinator. Alternates with American Motors Corp (Hudson Automobiles Div) thru Brooke, Smith, French & Dorrance, Inc(Det). One half-hour alternate weeks: 1) Derby Foods, Inc (Peter Pan Peanut Butter, other foods) thru McCann-Erickson, Inc(Chi). 2) American Dairy Association thru Campbell-Mithun, Inc(Chi). § Pkgr & Film Prod- Walt Disney Productions, at Walt Disney Studios, Burbank, Calif; Exec Prod- Walt Disney; various production staffs for programs. § Walt Disney returns as host for his cartoon, live action and documentary film series, with various episodes presented each week, some new and some adapted from his past movie films and cartoons. Series has been seen in re-run during the summer.

ABC- 8:30-9pm EDT; DEBUT; The M-G-M Parade, ON FILM; from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), 46 stations net, 57 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William Spire; Agcy Superv- Walter Selden(H'wood); Comm Anncr- Ernest Chapell (on film). 2) General Foods Corp (Instant Maxwell House Coffee, Minute Rice); Instant Maxwell House thru Benton & Bowles, Inc(NY); Acct Exec- Robert Wallace; Agcy Superv- William Lewis; Comm Anncr- Rex Marshall. Minute Rice thru Young & Rubicam, Inc(NY); Acct Exec- Michael Parent; Agcy & Comm Superv- Lee Strahorn. § Pkgr- Loew's Inc(NY); Film Prod- M-G-M Studios, Culver City, Calif; Exec Prod- Leslie Petersen; Assoc Prod- Jack Atlas; Dir- George Murphy; Film Ed- Ira Heymann; Adaptor- Ray Wander; Camera- Harold Marzorati. § George Murphy is host and narrator for a variety of shorts, interviews, film clips from the M-G-M vaults, studio tours and news of new films. The program replaces Pall Mall Playhouse (last show Sept 7) in this time spot.

Thursday(15)

ABC- 8:30-9pm EDT; RETURN; Stop the Music; from WABC-TV(NY), 42 stations live, 10 kine. § Alternate Week Sponsors- 1) Quality Goods Manufacturers, including Anson, Inc (Men's Jewelry) and Phillips-Jones Corp (Van Heusen Men's Apparel) thru Grey Advertising Agency(NY); Acct Superv- Ted Kaufman; Accts Execs- William Overend(Anson), Maurice Berger(Phillips-Jones); Agcy Superv- Alfred Hollender. 2) Necchi Sewing Machine Sales Co thru Grey Advertising Agency(NY); Acct Superv- Herbert D. Strauss; Acct Exec- Roger Saypol; Agcy Superv- Al Hollender. § Pkgr- Louis G. Cowan, Inc., in assoc with Mark Goodson(NY); Exec Prod- Steve Carlin(Cowan); Prod & Dir- Joe Cates(Cowan); Music Dir- Harry Salter. § Bert Parks is host and m.c. for this returning musical quiz, in which studio contestants are teamed with at home viewers in attempting to identify mystery melodies and win cash prizes, including a cumulative jackpot. The program replaces the second half of Soldier Parade (last show, Sept 8) in this time spot. Replacement for first half hour not set. Stop the Music was seen last season on Tuesdays, 10:30-11pm.

ABC- 9:30-10pm EDT; NET DEBUT & CHANGE; Down You Go; from WABC-TV(NY), 18 stations live, more to be added. § Alternate Week Sponsors- 1) Western Union Telegraph Co thru Albert Frank-Guenther Law, Inc(NY); Acct Exec- Jeff Greene; Agcy Superv- Robert W. Day; Comm Anncr- Richard Stark (live and film). 2) Procter & Gamble Co (Shasta) and Whitehall Pharmacal Co (Anacin & Neet), both thru Biow-Beirn-Toigo, Inc(NY); Acct Execs- Dan Rodgers(Whitehall), Chuck Standard(Shasta); Agcy Superv- Jerome Stolzoff(Shasta); Comm Superv- Bob Roberts. § Pkgr- Louis G. Cowan, Inc(NY); Exec Prod- Steve Carlin; Prod & Creator- Polly Cowan; Assoc Prod- Joseph L. Stuhl; Dir- Jack Sameth; Set Design- Norman Davidson. § Bergen Evans moderates this panel quiz based on the old parlor game of "Hangman" or "Hang the Butcher". The program made its net debut over the Du Mont net on April 30, 1951; thru May 20, 1955; then switched to CBS June 11, 1955, until Sept 3, 1955. Anchor man Fran Coughlin continues with the panel, the only one remaining from the original program; other panel regulars on the new program are John Kieran, Jr., Katherine Copeland and Shirl Stern. The program replaces a net sustaining film series in this time spot.

Saturday(17)

ABC- 10-10:30pm EDT; DEBUT; Tomorrow's Careers; from WAAM(Balt), to the net. § Sustaining, public service. § Pkgr- John Hopkins University, with WAAM & the ABC-TV net; Prod- Lynn Poole(JH); Assoc Prods- Robert Fenwick, John Lockwood (both JH); Dirs- Kenneth Calfee, Herbert B. Cahan(WAAM); Art Dir- Barry Mansfield (WAAM). § Program highlighting the various new and different careers open to young people; with Lynn Poole as moderator for discussions with people in those fields who are guests; and Ted Jaffee as narrator. The program is a new version of Tomorrow, previously seen over ABC-TV earlier this year. The program replaces a net sustaining film series in this time spot.

NBC- 3:15-6pm EDT; RETURN; NCAA Football (Color and b 7 w); from various stations and various cities weekly; different totals of stations, national and regional. § Sponsors- General Cigar Co, Inc. thru Young & Rubicam, Inc(NY); Schick, Inc., thru Kenyon & Eckhardt, Inc(NY); Avco Manufacturing Corp thru Earle Ludgin & Co(Chi). § Pkgr & Prod- NBC Sports Dept(NY). § National telecasts of eight NCAA football games (four in color; Sept 17, Oct 15, Oct 29, Nov 26), plus five Eastern games on a regional basis to be seen only in NCAA Districts 1 and 2. The NCAA telecasts return to NBC for the fourth year (seen over ABC during 1954). Commentators for the games will be NBC's Lindsey Nelson and Harold (Red) Grange. Each game will be preceded by a 15-minute Press Box Preview, currently sustaining, and followed by the 15-minute NCAA Football Scoreboard, with commentators Russ Hodges and Bob Cooke. The latter program is sponsored by Dow Chemical Co thru MacManus, John & Adams, Inc. The programs are all in open net time.

Saturday(17)

NBC- 7-8pm EDT; DEBUT; The Perry Como Show; from WRCA-TV(NY), 64 stations live, 11 kine. § Alternate Week 20-minute Segment Sponsors- 1) Armour & Co (Canned Meats) thru Tatham-Laird, Inc(Chi); alternating weekly with a sustaining segment (only one unsold). 2) Dormeyer Corp (Small Appliances) thru John Shaw Advertising(Chi); alternating weekly with International Cellucotton Products (Kleenex) thru Foote, Cone & Belding(Chi); Acct Execs- W. M. Heymann, H. W. Clements. 3) Noxzema Chemical Co (Skin Cream, Shave Cream) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Mrs. Mary Ayres; Agcy Superv- Philip Cohen; Tv Superv- Corey Allen; alternating weekly with Gold Seal Co (Glass Wax) thru Campbell-Mithun, Inc(Minn). § Pkgr- NBC-TV(NY); Exec Prod- George McGarrett(NBC); Prod- Lee Cooley; Assoc Prod- Henry Howard; Dir- Grey Lockwood; Music Dir- Mitchell Ayres; Choreog- Louis DaPron; Sets- Don Shirley; Costumes- Jane Burroughs; Writers- Goodman Ace (chief), Jay Burton, Mort Green, George Foster; Prog Anncr- Frank Gallop. § Perry Como stars in a new musical-variety show, utilizing 20-minute "scenes" with guest stars, comedy, dancing and music; with the Ray Charles singers as weekly regulars; backed by Mitchell Ayres and the orchestra. Program will use top guest stars weekly and also well-known "names" as unannounced walk-ons. Program replaces The Soldiers (last show, Sept 3, see page 101), 8-8:30pm, and The Dunninger Show (last show Sept 10), 8:30-9pm.

Sunday(18)

ABC- 7:30-9pm EDT; DEBUT; Famous Film Festival; from WABC-TV(NY), no. of stations indefinite. § Network participations (1 min each). § Pkgr- ABC-TV(NY). § Weekly showings of a group of 20 outstanding British-made motion pictures acquired by ABC from General Film Distributors, Ltd., a Rank Group affiliate, and Fine Arts Enterprises, Inc. Allyn Edwards is host for the film showings. The program replaces Hollywood Backstage (last show, Sept 11; see Search for Beauty, page 103), 7:30-8pm, and net sustaining film series, 8-9pm.

NBC- 2-2:30pm EDT; RETURN; American Inventory; from WRCA-TV(NY), to the net. § Sustaining, public service. § Pkgr- Teleprograms, Inc (under a grant from Alfred P. Sloan Foundation); Exec Dir of Teleprograms & Prod- Robert Wald; Assoc Prod- Hal Thompson ; Dir- Edward King; Script Ed- Howard Richardson; Casting- Martin Begley(NBC, NY). § Drama presentations of problems of people in business and industry, in scientific research, in agriculture and in daily community life. Program returns from hiatus. It originally debuted over NBC, July 1, 1951.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Talent Varieties (Tue, 10-10:30pm EDT) New time effective Sept 13 (ignore last show note at end of Warner Bros. Presents on page 104). In its new spot the midwestern talent program replaces The Name's the Same, which moves to Friday, 10-10:30pm EDT, effective Sept 16.

CBS- Robert Q. Lewis (Mon thru Fri, 2-2:30pm EDT) Irving Mansfield becomes producer, effective Sept 12, replacing Al Span. John Ball is now production co-ordinator.

DuM- Studio 57 (Tue, 8:30-9pm EDT) Last show Sept 6. Film series is now national spot on various stations. The Du Mont net, except for its special sports programs, is now a two-station, o-and-o network with WABD(NY) & WTTG(Wash).

NBC- Howdy Doody (Mon thru Fri, 5:30-6pm EDT) Program is presented regularly in color as well as black & white, effective Sept 12. Cast now includes Bob Smith, with a variety of old and new characters; Alene Dalton, "The Story Princess" and Lowell Thomas, Jr., with travel films. CURRENT PRODUCTION STAFF: Exec Prod- Roger Muir; Prod- Rob Rippen; Assoc Prod- Bob Hultgren; Alt Dirs- Robert Hopkins, Jack Petry; Music- Bobby Nicholson; Writers- Howard Davis (chief), with William Gilbert, Jack Weinstock, others.

NBC- The Big Story (Fri, 9-9:30pm EDT) ADD: Alternate Week Sponsor- Simoniz Co (Simoniz, Bodysheen, Non-Scuff, HiLite, other waxes and cleaners) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Clemens F. Hathaway; Agcy Superv- Jim Hayes. HiLite thru Tatham-Laird, Inc(Chi). § ADD: Ben Grauer as editor-host for the program.

Colgate Variety Hour (Sun, 8-9pm EDT, 3 Sundays of every 4) Bob Finkel named director and co-producer (with Max Siegel), effective Sept 18. Ernest D. Glucksman is producer for all appearances by Dean Martin and Jerry Lewis on the program, with Finkel as stager and director.

Captain Gallant of the Foreign Legion (Sun, 5:30-6pm EDT) New series of films starts Sept 11; re-runs of previous films have been seen during the summer, July 3-Sept 4. The new group were produced at the same time as the original films in the series which debuted Feb 13, 1955.

The Life of Riley (Fri, 8:30-9pm EDT) New series of films starts Sept 16; re-runs of previous films have been seen during the summer, June 17-Sept 9. The new episodes include a new pair of neighbors, portrayed by George O'Hanlon and Florence Sundstrom, succeeding Tom D'Andrea and Gloria Blondell as regulars.

It's a Great Life (Sun, 7-7:30pm EDT) New day and time, effective Sept 18. In its new spot the program replaces People Are Funny, which moves to Saturday, 9-9:30pm, effective Sept 24. In its new spot, People Are Funny replaces Musical Chairs (last show, Sept 17).

Big Town (Tue, 10:30-11pm EDT) New day and time, effective Sept 20. In its new spot the program replaces It's a Great Life (see preceding listing). Big Town has been seen network, Wednesday, 10:30-11pm, and has been seen locally in NY and LA, Mondays, 10:30-11pm.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- New York - The Other Side of the Set; DEBUT Sept 10; Sat, 6:30-7pm EDT. Sustaining. Pkgr & Prod- Lester Lewis Associates(NY). Harriet Van Horne, N. Y. World Telegram & Sun radio-TV columnist, interviews name personalities and people from the technical side of television. Each show includes interviews with the stars and technicians of a different television program each week.

WABC-TV - Tinker's Workshop; CHANGE Sept 12; Mon thru Fri, 7:30-9am EDT. Added time; the program was previously seen 8-9am. Henry Burbig became Tinker the Toymaker, effective Sept 5, replacing Bob Keeshan, who originated the role.

WABD(Ch 5) New York - Muscular Dystrophy Telethon; Sept 10 & 11; Sat, 10pm-Sun, 5pm EDT. Prod- Al Hollander; Dir- Barry Shear; Asst Dir- Jim Saunders. § George Jessel presents a revue with stars from every phase of New York show business, to help raise funds for Muscular Dystrophy.

WPTZ(Ch 3) Philadelphia - The Couple Next Door; DEBUT Sept 10; Sat, 11:30-11:45pm. Sustaining. Pkgr & Prod- WPTZ. Musical variety program with a story line, featuring Lynne Barrett and Charlie Dobson. The program is a grownup version of The Girl Next Door, a WPTZ program of several years ago. In the past Charlie was Lynne's best boyfriend. In the new series they have just been married and scenes take place in their new home.

TALENT SHOWSHEET SEPTEMBER 12-18, 1955

Most of the shows on Sept. 9, 10, 11 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 16. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer(S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Captain Midnight, It's a Great Life, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Ford, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY SEPTEMBER 9

Science Fiction Thtre (Truman Bradley)	WRCA-TV 7pm	Barrier of Silence - with Adolphe Menjou; (SW & SD)

SATURDAY SEPTEMBER 10

Ramar of the Jungle (Jon Hall)	WPIX 7:00pm	Call To Danger - with regulars Jon Hall, Ray Montgomery, & Marjorie Lord, House Peters, Jr., Myron Healey, Nick Stewart, Frank Richards, James Edwards, Louise Franklin; (SD) (PREMIERE NEW FALL SERIES)
Damon Runyon Theatre (Donald Woods)	CBS 10:30pm	re-runs of previous films on Sept. 3, 10, 17

SUNDAY SEPTEMBER 11

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Incident - (O) by Milton Wayne; with Tonio Selwart, Nancy Marchand, Eva Stern, Paul Sparer; (SD) by Herbert Kenwith.
Captain Gallant of the Foreign Legion	NBC 5:30pm	Lady from Zagora - regulars Buster Crabbe, Cullen Crabbe, Fuzzy Knight & Danielle Godet, Daniel Le Courtois, Duncan Elliot, Fred Fisher; (SW) by Gene Levitt; (SD) by Jean Yar-Yarbrough (FALL PREMIERE)
Lassie	CBS 7pm	with regulars Tommy Rettig, Jan Clayton, George Cleveland; (SD) by Oscar Rudolph; (other information not available at press time)
Private Secretary (Ann Sothern)	CBS 7:30pm	Oh, Oh, Suzette - with regulars Ann Sothern, Don Porter, Ann Tyrell; (SD) (PREMIERE OF NEW FALL SERIES)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9:30pm	Suit Yourself - (O) by Jim Fritzell; with Eddie Bracken, Alan Hewitt, Kenny Delmar, Kay Lyden, Joey Fallon, Dicky Belton, Robert Lieb, Johnny Studer; (SD) by Jack Smight (½HR, TODAY ONLY)
Studio 57	WPIX 10pm	One Kiss Too Many - (O) by Lawrence Kimble; with James Millican, Rita Lynn, Joel Ashley, Rod Williams, Jan Arvan, Victor Millan; Directed by Herschel Daugherty (STATION PREMIERE)

MONDAY SEPTEMBER 12

Superman (George Reeves)	WRCA-TV 6pm	The Magic Necklace - with regulars; (SW & SD)
Sherlock Holmes (Ronald Howard)	WRCA-TV 7pm	The Case of The Diamond Tooth - (O) by Charles Early; with regulars & Charles Brodie, Robert Cunningham, David Oxley, Suzanne Avon, Michael Kurland; (SD)
CAESAR PRESENTS (Phil Foster)	NBC 8pm	regulars only; (SW & SD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Shirley Carter (S), India Adams (S), Gabe Solow Quartet (M)

MONDAY SEPTEMBER 12(Cont'd)

VOICE OF FIRESTONE	ABC 8:30pm	Thomas L. Thomas (S)
Medic (Richard Boone)	NBC 9pm	Walk With Lions - with John Saxon, Jacqueline May, Nesdon Booth, George Stone, Henry Brier, Bart Burns, Don Freed, Barbara West; (SW & SD)
Those Whiting Girls (Margaret & Barbara)	CBS 9pm	regulars & Beverly Long, Fred Myrow, Roy Roberts; (SW & SD)
ETHEL AND ALBERT	CBS 9:30pm	regulars & Maurice Wells, Wayne Howell; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Woman in the Window - (O) by Nunnally Johnson; (A) by Doria Folliott; with Robert Preston, Maria Riva, Ed Binns, Jacques Aubuchon, Philip Coolidge, Frank Schofield, Ralph Roberts, Elmer Lehr; (SD) by Perry Lafferty
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Pit - (O) by Charles S. Gardner; with Robert Simon, William Smithers, Olive Deering, Isabel Price, Fred Herrick, Jane Reese; (SD) by Paul Stanley
Eddie Cantor	WABC-TV 10pm	The Hypochondriac - with Virginia Field; (SW & SD)

TUESDAY SEPTEMBER 13

Steve Donovan (Douglas Kennedy)	WRCA-TV 6pm	Outlaw Actor - (O) by Robert Schaefer & Eric Freiwald; with regulars & Don Haggerty, Denver Pyle, Edith Angold, Paul Keast, Pitt Herbert (SD) by Charles D. Livingstone
Warner Brothers Presents (Gig Young)	ABC 7:30pm	Kings Row - with Jack Kelly, Nan Leslie, Lillian Bronson, Robert Horton, Victor Jory, Peggy Webber; (SW), (SD) by Paul Stewart (PREMIERE)
DINAH SHORE SHOW	NBC 7:30pm	Dinah Shore, Skylarks, regulars; (SD) by Bob Banner
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Mr. Earp Meets a Lady - with regulars; (SW) by Frederick Hazlitt Brennan; (SD) by Lewis R. Foster
ARTHUR MURRAY PARTY	NBC 8:30pm	regulars with Joe E. Lewis (C), Jane Dulo (C,S), Lillian Briggs (S), Jeff Clark (S), Jack Norton (C)
MUSIC '55 (Stan Kenton)	CBS 8:30pm	Norman Granz' "Jazz at the Philharmonic" with Dizzy Gillespie (M), Buddy Rich (M), Flip Phillips (M), Ray Brown (M), Oscar Peterson (M), Roy Eldridge (M), Herb Ellis (M), Don Abney(M) Ella Fitzgerald (S)
Jane Wyman's Fireside Theater	NBC 9pm	The Director- (O) by Rod Serling; starring Jack Carson (SD)
The Danny Thomas Show	ABC 9pm	Davy Crockett - (O) by Mac Benoff; with Danny Thomas, Jean Hagen, Sherry Jackson, Rusty Hamer regulars; (SD) by Sheldon Leonard (FALL PREMIERE)

WEDNESDAY SEPTEMBER 14

ARTHUR GODFREY & FRIENDS	CBS 8pm	(FALL PREMIERE) no information available at press time
Father Knows Best (Robert Young)	NBC 8:30pm	A Lesson in Civics - with regulars & James Todd, Land Bradford, Ken Hardison; (SW & SD)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Uncle Robby - with Percy Helton, Barbara Bates, John Bryant; (SD)
KRAFT TELEVISION THEATRE	NBC 9pm	It's Only Money - (O) by Judith Parrish; with Henry Jones, Peter Turgeon, Lois Bolton, John McGiver, George Ives, Parker McCormick, Brett Somers; (SD)
UNITED STATES STEEL HOUR	CBS 10pm	A Wind From the South - (O) by James Costigan; with Julie Harris, other information not available at press time (SD)
Douglas Fairbanks	WRCA-TV	The Milkman - (O) by Larry Marcus; with Leslie Dwyer; (SD)

THURSDAY SEPTEMBER 15

Guy Lombardo	WRCA-TV	June Hutton (S)
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Silent Decision - (O) by Laura Z. Hobson; (A) by Adrian Spies with Franchot Tone, Betty Furness, John Baragrey, Katharine Bard; (SD) by John Frankenheimer
STAR TONIGHT	ABC 9pm	Long Distance - (O) by Harry W. Junkin; with Neva Patterson, Frederic Downs, Ray Bramley; (SD) by Alan Anderson
Dragnet (Jack Webb)	NBC 9pm	with Jack Webb & Ben Alexander regulars; (SW & SD) no other information available at press time (FALL PREMIERE)

FRIDAY SEPTEMBER 16

Science Fiction Thtre (Truman Bradley)	WRCA-TV 7pm	Negative Man - with Dane Clark, Beverly Garland, Carl Switzer, (SW & SD)
Adventures of Rin-Tin-Tin (Lee Aaker & James Brown)	ABC 7:30pm	Rin-Tin-Tin Meets Shakespeare - with regulars and Ian Keith, Myron Healey, Jesslyn Fax, Richard Avonde, Rusty Wescoatt, Hugh Hooker; (SW) by D. Heyes and D. Robinson; (SD) by Robert G. Walker
Soldiers of Fortune (John Russell & Chick Chandler)	WABC 8pm	Lady and the Lion - (O) by Otis Adelbert Kline; (A) by Lawrence Kimble; with regulars and Beverly Garland, Edna Skinner, Herbert Patterson, Paul Bryar, William Forrest; (SD) by John English
The Life of Riley (William Bendix)	NBC 8:30pm	Letter of Introduction - with regulars William Bendix, George O'Hanlon, Florence Sundstrom, Lugene Sanders, Wesley Morgan, Marjorie Reynolds; (SW) by Roland Mac Lane & Dick Conway; (SD) by Abby Berlin (FALL PREMIERE)
Schlitz Playhouse	CBS 9pm	Wild Call - (O) by Gordon Gaskill; (A) by Norman Reilly Raine; with J. Carroll Naish, Herb Vigran, Ross Elliott, Ray Teal, Bill Leicester, Barry McCollum, Joe Haworth, Katherine Warren, George Eldredge; (SD) by Roy Kellino
THE BIG STORY (Ben Grauer)	NBC 9pm	Bus Bergen, Cleveland (Ohio) Press - (O) by Gail Ingram; with Carl Frank; (SD)
The Vise (Ron Randell)	ABC 9:30	Death Mask - with Wanda Hudson, Richard Malinas

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 9 THRU FRIDAY SEPTEMBER 16

THE GEORGE SKINNER SHOW	WCBS 9am	M thru F - Bob Eberly substitutes for vacationing singer Tommy Furtado
GARRY MOORE	CBS 10am	Tu - Jay Marshall (C); F - The Mello Larks (S)
Stories of the Century (Jim Davis)	WCBS-TV 5pm	Sat 9/17 - Frank and Jesse James - (O) by Maurice Tombragel; with regulars & Lee Van Cleef (SD)
UPBEAT!	CBS 7:45	Polly Bergen (S) Tue & Thu
JULIUS LaROSA	CBS 7:45	F(9/16) - Bette Chappell (S)

SATURDAY SEPTEMBER 17

Tales of the Texas Rangers	CBS 11:30am	Shorty Sees The Light - (O) by Paul Gangelin; with regulars & Kim Charney, Stanley Andrews, Zon Murray, Michael Granger, Lester Dorr; (SD)
Ramar of the Jungle (Jon Hall)	WPIX 7pm	Blind Peril - regulars with Marjorie Lord, House Peters, Jr., Myron Healey, Louise Franklin, Nick Stewart, Frank Richards, James Edwards; (SD) & (SD)
THE PERRY COMO SHOW	NBC 8pm	with Rosemary Clooney (S), Frankie Laine (S), Leo De Lyon (C), Dave Barry (C), Marion Lorne (C); (SW) by Goodman Ace; (SD) (PREMIERE)

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Goodson-Todman Productions is producing two different pilot films for a new children's series to be presented by CBS in the fall of 1956 based on Random House's Landmark Books history series for youngsters. There are 82 of the books now in print, many by top name authors, accounting for six and a half million copies sold in the four years since the series was introduced. Both pilots will be in color and in black and white, but one will be a half-hour film and the other one-hour. If one is still looking for the influence of Davy Crockett in the approach to youthful televiewers, among the titles in the series that might be filmed for the shows are "The Pony Express," "Sam Houston, the Tallest Texan" and "John Paul Jones, Fighting Sailor." Random House publishes 16 new Landmark books a year, distributed by a special subsidiary of the Book-of-the-Month Club.

Judy Garland's debut program for Ford Star Jubilee over CBS on Sept 24, will include individual and medley productions of 11 songs by the star and one new number. She'll have five changes of costume during the hour-and-a-half program, which will also feature David Wayne as m.c. and guest star. Supporting acts include ventriloquist Robert Lamouret and The Goofers, comedy team.....Art Linkletter is hosting all NBC programs in its Sunday night once-a-month Color Spread series. Next big one is for Oct 9 when Groucho Marx will be "grand marshal" for "Show Biz," based on the book written by Variety editor Abel Green and the late Joe Laurie, Jr. Ernest D. Glucksman is producing from a TV adaptation written by Ken Englund. Dick McDonough is directing the Burbank origination, with Gordon Jenkins as music director and Tony Charmoli doing the choreography. Stars scheduled include Rosemary Clooney, Dennis Day, Paul Gilbert, Phil Harris, Beatrice Kay, Buster Keaton, Eartha Kitt, Bert Lahr and Shirley MacLaine. The three-act program will cover the periods, 1902 through post-World War I, 1920 up to 1941, and World II to the present.

Jack Benny completed his m.c. duties and a new half-hour film Monday at CBS Television City in Hollywood that may establish the new trend in helping institutional drives. The comic was recently named national honorary chairman of the National Society for Retarded Children. The writers and production staff of his regular shows contributed their services along with a flock of stars who are personal friends to produce a special program to be offered to individual stations for telecasting during November in connection with a fund drive. It is not the first program of its type, but as the type's assets become more obvious, it should replace telethons and also take stars off the hook on p.a.'s for personal charity fund appeals. Jack Benny's

 (MORE)

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participation in the organization's drive will go beyond the film, since he will also attend the annual convention of the national group at Houston on Oct 13.

While Red Buttons made news last season with his frequent changes of writers, the production and talent setup of CBS' Johnny Carson Show in Hollywood has been revolving in a similar manner this season without much notice. Since the young West Coast comedian went on the air June 30 his program has had two different producers, four different directors, more than six different writers (alone and in teams) and there have been at least five changes in supporting players who were announced as "regulars" before they appeared on the show. Ben Brady is current producer, with Bob Adams as director. Jill Corey is featured vocalist. For the writers, see the credits at the end of the show.....NBC's The Chevvy Show will have Bob Hope inaugurating the every-third-Tuesday evening series, 8-9pm, on Oct 4. Betty Hutton will have the show spot on Oct 25 and Dinah Shore will do the first of her two shows on Jan 17.

The 20th Century-Fox Hour is working its film production close to the vest; with its first program, at least. "Cavalcade" rolled last Wednesday and will be shown on the air on Oct 5, the new film program's debut date. Michael Wilding and Merle Oberon co-star, with a largely-English supporting cast. Noel Coward is not associated with the adaptation, although he wrote the original play on which it is based..... The first four stories for Screen Directors Playhouse, debuting Oct 5, Wednesdays, 8-8:30 pm over NBC, are Leo McCarey's "Meet the Governor," based on his own story and screen play, starring Herb Shriner and Barbara Hale; Frank Borzage directed a Korean war story, "Day is Done," starring Rory Calhoun and Bobby Driscoll; John Brahm directed Saroyan's "A Midsummer Day Dream," with a cast including Kim Hunter, Don Hanmer, Keenan Wynn, Don Wilson and Bea Benaderet. The fourth film, written and directed by George Waggner, will star Jack Carson, Lynn Bari, Neville Brand, Lola Albright, Lloyd Corrigan and Bob Steele. Sounds almost like a "Screen Actors Guild Playhouse" series, with the acting talent backing up the directors' efforts.....Following the lead of the Nelsons, George Burns and Gracie Allen have brought their son, 20-year-old Ronny Burns, into new films in their fall series, starting Oct 3. Ronny makes his first appearance in the Oct 10 episode when the show moves its setting to New York for the new season. (Ball and Arnaz moved to Hollywood, so Burns and Allen move to New York).

Wanted, "in which the principals will not be actors but real criminals and real officers of the law," will debut over CBS on Thursday, Oct 20, 10:30-11pm, sponsored by American Home Products Corp through Biow-Beirn-Toigo, Inc. The program is being produced by Walter McGraw (McGraw Associates, NY) and directed by Bruce Anderson, with McGraw also slated to handle the narration. According to CBS, its cameras "will pick up the trail of wanted lawbreakers and the inside, relentless tracking down of authorities -- clue by clue, witness by witness, hideout by hideout. Blended with this graphic realism will be a depiction of the fugitives' background, environment, crime motivations, social relationships and records." It is expected to be a true life crime detective series, presented in realistic documentary fashion.

The difference this year in Daylight Saving Time on the East and West Coasts has resulted in an unusual time buy in Los Angeles by Compton Advertising for Procter & Gamble. The agency has signed to sponsor a Monday thru Friday, 1-2pm, feature film block from Sept 26 thru Oct 28, because when California returns to Standard Time and New York remains on its Daylight Time schedule, station KNXT(CBS) will move all programming currently seen from 7am-2pm forward one hour, opening the afternoon hour for a five-week period. The contract is for Ivory Soap. The situation came up because LA network stations revamped their schedules to carry Eastern programs live, rather than via kine repeat.....KNXT will also inaugurate a unique new local program on Sept 25, Cavalcade of Records, Sundays, 4-4:30pm, following its Cavalcade of Books. The program, emphasizing classical and semi-classical recordings, will be sponsored by national record companies thru their Southern California distributors. It will be packaged and produced by Jack and Frances Case, who handle the successful book show.

The NBC Pontiac program will be titled Playwright Hour when it makes its alternate week debut on Oct 4, Tuesday, 9:30-10:30pm EDT. Producer Fred Coe's staff includes Bill Nichols as associate producer; Arthur Penn and Vincent Donehue among the directors, Adrian Lurachi as associate director and Everett Chambers handling casting. A Philip Wylie story, "The Answer," adapted by David Davidson will open the series. Other properties during the season come from stories by Hemingway, Faulkner and Fitzgerald, with originals to be written by Sumner Locke Elliot, Tad Mosel, Robert Alan Aurthur and David Shaw. Shaw will also adapt some short stories written by his brother, Irwin Shaw. (The list of production staffers and writers is an alumni roster of Television Playhouse and Producers' Showcase, Fred Coe's previous reputation-making series).

Wide Wide World debuts over NBC on an approximately every other Sunday schedule, 4-5:30pm, on Oct 16, with Barry Wood as executive producer, and Herb Sussan, Robert Bendick and Lawrence Menkin as producers. Dave Garroway will narrate the programs. Future dates are: Oct 16 and 30, Nov 13 and 27, Dec 4 and 18, Jan 1, 22 and 29, Feb 12 and 19, March 4, 11 and 25, April 1, 15 and 29, May 6 and 20, and June 3. General Motors is sponsoring one hour of the show with segments bought by its United Motors, AC Spark Plug and Guide Lamp divisions.....The Sunday Lucy Show switches time, day and title on Saturday, Oct 8, when it becomes The Lucy Show, 6:30-7pm. Dorothy Gray products and Lehn and Fink products continue as sponsors.....Alan Ladd will make his own film for his second TV dramatic appearance, for the General Electric Theatre on Nov 13. Ladd's own motion picture production crew, working for his Jaguar Productions, will film his story at Revue Productions, starting Sept 22.

AGENCIES AND ACCOUNTS: The un-named agency to be formed by Don Paul Nathanson in Chicago on Dec 1, which last week picked up all Toni Co products handled by Weiss & Geller, Inc., was reported in Chicago to have added the Prom line, formerly handled by Leo Burnett, Inc(Chi). Burnett lost its other Toni Co product when Toni moved its Viv and Soft Touch lipstick line to Tatham-Laird, Inc(Chi). Toni also shifted its Tame hair rinse from Tatham-Laird to Clinton E. Frank, Inc(Chi), the other Toni Co agency, which has been handling Pamper shampoo and the new Casual home permanent..... ...Red Top Brewing Co., Cinn., has returned its account to Ruthrauff & Ryan, Inc., after four years with another agency.

PEOPLE GOING PLACES: Larry Lowenstein will join CBS Television in New York late this month as director of press information, reporting to Charles Oppenheim, director of information services for the network. Lowenstein is director of publicity for Benton & Bowles, Inc(NY).....Edwin S. Friendly, Jr., is selling his stock in Barry, Enright & Friendly, Inc(NY), TV packaging firm, with the company name reverting to the original Barry & Enright Productions, Inc. Jack Barry is president and Dan Enright is v.p.....Gomalco, Inc. (George Gobel and David P. O'Malley) has moved to 404 North Roxbury Drive, Beverly Hills, Calif.

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

SEPTEMBER 19-25, 1955

VOLUME 7 NUMBER 38

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(19)

CBS- 10-11pm EDT; RETURN; Studio One; from WCBS-TV(NY), 99 stations live, 23 kine. § Sponsor- Westinghouse Electric Corp (All Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- Andy Christian; Comm Anncr- Betty Furness. § Pkgr- CBS-TV(NY); Prod- Felix Jackson; Asst to Prod- Charles Schultz; Alt Dirs- Paul Nickell, Franklin Schaffner, William Brown; Assoc Dirs- John Cosgrove(Nickell), Joseph Dackow(Schaffner), Frank Leicht(Brown); Prog Assts- Joan Pilkington(Nickell), Betty Stein(Schaffner), Candy Pinkler(Brown); Music Consultant- Alfredo Antonini; Sets- Larry Eggleton, Willard Levitas, Kim Swados; Script Ed- Florence Britton(CBS, NY); Casting- James Merrick(CBS, NY). § Program returns for eighth season, presenting dramas of all types with top talent. Program replaces Studio One Summer Theatre (last show Sept 12), its summer replacement, in this time spot.

Tuesday(20)

CBS- 8-8:30pm EDT; DEBUT; Navy Log, ON FILM; from WCBS-TV(NY) & KNXT(LA), 71 stations net, 28 delayed. § Alternate Week Sponsors- 1) The Maytag Co (Appliances) thru Leo Burnett Co, Inc(Chi); Acct Superv- James Love; Acct Exec- Carl Zucker; Agcy Film Superv- Gordon Minter. 2) W. A. Sheaffer Pen Co (All Products) thru Russel M. Seeds Co., Inc(Chi). § Pkgr- Sam Gallu with CBS-TV; Film Prod- Gallu Productions at General Service Studios, Hollywood, Calif; Exec Prod- Leslie Harris; Creator & Prod- Sam Gallu; Dir- Bud Andrews and others; Writers- Allan Sloane, Max Ehrlich, Paul Monash, Roger Marston. § Factual dramas based on exploits of U. S. Navy personnel, filmed with the cooperation of the Navy at Navy bases, each episode a completely different story. Program replaces Star Time Playhouse (last show Sept 13), summer filmed re-runs, in this time spot.

CBS- 8:30-9pm EDT; DEBUT, You'll Never Get Rich, ON FILM; from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co, Inc(NY); Acct Exec- Thomas D. Luckenbill; Comm Superv- Stanley Lomas. 2) Amana Refrigeration, Inc (Freezers & Air Conditioners) thru Maury, Lee and Marshall(NY); Acct Exec & Agcy Superv- Charles Ripin; Comm Dir- Douglas Rodgers; Comm Anncr- Laraine Day. § Pkgr- CBS-TV(NY); Film Prod- Kenco Films, Inc(NY); Prod & Dir & Head Writer- Nat Hiken(CBS); Prod Superv- Edward J. Montagne(CBS); Dir of Photog- Al De Caprio. § Phil Silvers stars in this new situation comedy series about Army life as M/Sgt Ernie Bilko, in charge of a post motor pool; (Continued on next page)

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Tuesday(22)

CBS- You'll Never Get Rich (Cont'd from previous page): with Harvey Lembeck as Cpl. Barbella, Alan Melvin as Cpl. Henshaw, Herbie Faye as Pvt. Fender; with Maurice Gosfield, Harry Clark, Jimmy Little, Karl Lukas, John Gibson, Jack Healy as other regulars. Paul Ford plays Bilko's colonel. Program replaces Music '55 (last show Sept 6) in this time spot.

CBS- 9-9:30pm EDT; DEBUT; Joe and Mabel, ON FILM; from WCBS-TV(NY) & KNXT(LA), 78 stations net, 22 delayed (Carter); 73 stations net, 10 delayed(Pharmaceutical). § Alternate Week Sponsors- 1) Carter Products, Inc(Arrid & Rise) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Barrett Welch; Agcy Superv- Jim McMenemy; Comm & Prog Anncr- John Cannon. 2) Pharmaceutical, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); TV Acct Exec- Don Blauhut; Comm Anncr- Bob Shepard. § Pkgr- Talent Associates & CBS-TV(NY); Film Prod- Kenco Films, Inc(NY); Exec Prod- Marlo Lewis(CBS); Prod & Dir- Paul Bogart; Creator & Writer- Irving Gaynor Neiman. § Situation comedy series of a big city taxi driver and his girl friend, starring Larry Blyden as Joe Sparton and Nita Talbot as his girl, Mabel Stoller; with Luella Gear as Mabel's mother and Michael Mann as her little brother Sherman. Program replaces Meet Millie (last show Sept 13) for the same sponsors in this time spot.

NBC- 8-9pm EDT; RETURN; The Martha Raye Show; from WRCA-TV(NY), 92 stations live, 62 kine. § Sponsors (Segments)- 1) Radio Corp of America (RCA Victor Div) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Kevin Kennedy; TV Superv- Clint Wheeler; Comm Anncr- Vaughn Monroe, others. 2) Whirlpool Corp (Washers, Dryers, Ironers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- George Simons; Agcy Superv- Andrew Hewitt(NY); Comm Anncr- Fran Allison (demonstrator). 3) Sunbeam Corp (Electric Shaver, Appliances) thru Perrin-Paus Co(Chi); Agcy Superv- Elliot Saunders(NY). § Pkgr- NBC-TV(NY); Prod- Karl Hoffenberg; Assoc Prod- Warren Bryan; Staged by- Norman Lear; Dir- Frank Bunetta; Music Dir- Carl Hoff; Sets- Hjalmar Hermanson; Costumes- Paul Dupont; Choreog- Jonathan Lucas; Writers- Norman Lear & Ed Simmons; Special Music & Lyrics- Lee Pockriss. § Martha Raye returns with her program to be seen every third Tuesday in a semi-book musical-variety show; with Rocky Graziano as featured regular. Program replaces Place the Face (last show Sept 13), 8-8:30pm, and The Arthur Murray Party (last show Sept 13), 8:30-9pm, in this time spot. Programs to be seen regularly in this time spot every third Tuesday alternately are: The Martha Raye Show, The Milton Berle Show (starting Sept 27) and The Chevvy Show (Bob Hope and other stars, each show under the star's name, starting Oct 4).

NBC- 9:30-10pm EDT; RETURN, SPECIALS; March of Medicine; from WNBQ(Chi) & WRCA-TV(NY), 63 stations live, 7 kine. § Sponsor- Smith, Kline & French Laboratories (Ethical Drugs) thru Doremus-Eshleman Co(Phila). § Pkgr- Smith, Kline & French Labs with the American Medical Assn; Prods- Doris Ann(NBC) & S.K. & F. Medical TV Unit; Dir- Charles Christensen; Writer- Lou Hazam. § First program in the fall series, presented at varying intervals during the year in connection with meetings of the American Medical Association in various cities. This program is in connection with the annual meeting of the American Roentgen Ray Society in Chicago and will report on the atom in medicine.

Friday(23)

ABC- 8-8:30pm EDT; RETURN; The Adventures of Ozzie and Harriet, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 30 stations net, 21 delayed. § Alternate Week Sponsors- 1) Hotpoint Co (Appliances) thru Maxon, Inc(Chi); Acct Exec & Agcy Superv- Martin Krautter. 2) The Quaker Oats Co (Aunt Jemima Pancake Mixes) thru J. Walter Thompson Co(Chi). § Pkgr & Film Prod- Stage Five Productions, Inc., at General Service Studios, Hollywood; Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Asst Dir- Dick Bremerkamp; Dir of Photog- Neal Beckner; (Cont'd next page)

Friday(23)

ABC- The Adventures of Ozzie and Harriet (Cont'd from previous page): Writers- Ozzie Nelson, others. Return of the domestic comedy series, starring Ozzie and Harriet Nelson and their sons David and Ricky; with Don Defore as their next door neighbor. Program returns from summer hiatus. A network sustaining film series has been seen in this time spot during the summer.

Saturday(24)

CBS- 2pm to concl EDT (Eastern Games); DEBUT; Regional College Football; from various stations, various cities; no. of stations indefinite. (Eastern Regional Football Games; Big Ten Football Games; Pacific Coast Conference Football Games; all telecast within their regions). § Sponsors- Eastern games, sustaining. Big Ten and Pacific Coast games, half sponsor, Amana Food Plan thru Maury, Lee and Marshall(NY); Acct Exec- Maury Bergman; Agy Superv- Douglas Rodgers; Comm Superv- Charles Ripin; Comm Anncr- Laraine Day. § Pkgr & Prod- CBS Sports Dept; produced by crews at originating stations; Play-by-Play Anncrs- Bob Neal(East), Jack Drees(Midwest), Tom Harmon(West).

CBS- 5-5:30pm EDT; SPECIAL; United Nations Handicap, Horse Race; remote to WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Prod- CBS Sports Dept(NY); Dir- Mel Ferber. § Third running of the international race at Atlantic City Race Track, Atlantic City, N. J., with Bryan Field handling the description and Bob Lee doing the color.

CBS- 9:30-11pm EDT, once monthly; DEBUT; Ford Star Jubilee; from KNXT(LA), no. of stations indefinite. § Sponsor- Ford Division, Ford Motor Co (Ford Cars & Trucks) thru J. Walter Thompson Co(Det). Pkgr- CBS-TV; various producers for individual special projects; CBS Superv- Harry Ackerman(CBS, LA); Premiere show: "Judy Garland Show" - Pkgr- Sid Luft Productions; Prod- Sid Luft; Assoc Prods- Paul Harrison, Berni Gould; Prod Advisor- Ralph Levy; Dir- Paul Harrison; Music Dir- Jack Cathcart; Art Dir- Robert Tyler Lee; Costumes- Irene Sharaff; Choreog- Miriam Nelson; Writer- John Tackaberry. § Judy Garland stars in the debut program of the new once-a-month CBS special programs, with David Wayne as m.c. and guest star, featuring ventriloquist Robert Lamouret and The Goofers, comedy team. Program replaces, one week a month only, It's Always Jan (9:30-10pm), Gunsmoke (10-10:30pm), Damon Runyon Theatre (10:30-11pm).

DuM- 7:30-10pm EDT; RETURN; N. Y. Giants Professional Football Games; from various stations, various cities; no. of stations indefinite. § Sponsors- Net Participation: Atlantic Refining Co (Gasoline) thru N. W. Ayer & Sons, Inc (Phila). Also local sponsors, each station. § Pkgr- DuMont TV Net(NY); Prod- Jim Dolan. § Telecasts of the away-from-home games of the New York Giants Professional Football team. Opening game is with the Philadelphia Eagles from Philadelphia.

Sunday(25)

CBS- 7:30-8pm EDT, alt weeks; RETURN; Jack Benny Show, LIVE or FILM; from KNXT (LA), when live; from WCBS-TV(NY) & KNXT(LA), for film; 146 stations live or net, 24 stations kine or delay. § Sponsor- American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Comm Anncr- Don Wilson, also Sportsmen vocal group. § Pkgr- CBS-TV(LA); Exec Prod & Dir- Ralph Levy; Prod- Hilliard Marks; Assoc Prod- Dick Fisher; Music Dir- Mahlon Merrick; Sets- Robert T. Lee; Writers- Sam Perrin, George Balzer; Al Gordon, Hal Goldman. Filmed programs are by McCadden Corp., at General Service Studios, Hollywood. The Jack Benny Show alternates weekly with Private Secretary for the same sponsor (see page 102).

Sunday(25)

NBC- 7:30-8pm EDT; DEBUT; Frontier, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), 56 stations net, 10 delayed. § Sponsor- Reynolds Metals Co (Aluminum Products) thru Buchanan & Co(NY) and Clinton E. Frank, Inc(Chi); program handled by Buchanan and commercials by Frank; Buchanan: Acct Exec- William Dasheff; Agcy Superv- Nat Strom; Comml Anncrs- Rex Marshall (various products), Helen Lewis (Reynolds Wrap). § Pkgr- Worthington Miner; Film Prod- Outpost Productions, at Hal Roach Studios, Culver City, Calif; Exec Prod- Worthington Miner; Prod- Carroll Case; Dirs- Don Siegel, Tony Leader, others; Prod Mgr- Bernie Kowalski; Writers- Morton Fine, David Friedkin; Camera- Jack MacKenzie; Film Ed- Harry Kuzwick. Walter Coy is regular narrator and occasional star of these dramas based on stories of the settlement of the West. Program replaces Do-It-Yourself (last show Sept 18) for the sponsor in the time spot.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Ed Sullivan Show (Sun, 8-9pm EDT) New title, effective Sept 25. Formerly called Toast of the Town.

Contest Carnival (Sun, 11:30am-12noon EDT) and Wild Bill Hickok (Sun, 12:30-1pm EDT) both programs, new times, effective Sept 25. The programs swapped times.

Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EDT) Merv Griffin joins the cast as a regular vocalist starting Sept 19. Other regulars are soprano Lois Hunt, baritone Earl Wrightson, dancer-singer Don Liberto, announcer Lee Vines and Ray Bloch and the orchestra. (See page 107).

NBC- The Paul Winchell and Jerry Mahoney Show; RETURN Sept 17; Sat, 10:30-11am EDT. Program took vacation for four weeks starting Aug 20 (See page 91). All credits the same; ADD: Natalie Trundy, young singer-dancer to regulars. Current writing staff includes Carl Jampel, Paul Winchell, Stan Dreben, Hannah Goodman.

It's a Great Life (Sun, 7:30-8pm EDT) New day and time and start of new fall series, effective Sept 18. Program was formerly seen Tuesdays, 10:30-11pm. Program was seen in re-run during the summer in its former spot, since June 7. (See page 61).

Today (Mon thru Fri, 7-9am EDT) Gerald Green named producer, succeeding Robert Bendick, who has been named a producer for the forthcoming Wide Wide World.

People Are Funny (Sat, 9-9:30pm) New day and time, effective Sept 24. Program was formerly seen Sun, 7-7:30pm EDT. Sponsors for new fall series- The Toni Co (All Products) thru Weiss & Geller, Inc(Chi), Leo Burnett, Inc(Chi), Tatham-Laird, Inc(Chi) and Clinton E. Frank, Inc(Chi); sponsorship is two of each three weeks. Third week sponsor is Paper Mate Co, Inc (Ball Point Pens) thru Foote, Cone & Belding(LA & NY).

LOCAL STATION ACTIVITY

KRCA-TV(Ch 4)- Los Angeles Faith of Our Children; RETURN Sept 18; Sun, 1:30-2pm PT. Sustaining, public service. Pkgr & Prod & Writer- Eleanor Powell; Dir- Robert L. Livingston; Sets- Ted Rich. Eleanor Powell returns with her Bible program, designed as a supplement for Sunday schools, with children of all denominations acting out skits based on Biblical themes. Occasionally guests from all fields visit the program. The program has been off the air for the summer.

TALENT SHOWSHEET SEPTEMBER 19-25, 1955

Most of the shows on Sept. 16, 17, 18 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 23. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Kodak Request Performance, Captain Midnight, Spotlight Playhouse, Stage 7, Ray Milland, Ford, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY SEPTEMBER 16

STAR STAGE	NBC 9:30pm	Cop Without a Badge - (O) by John & Ward Hawkins; (A) by Joel Carpenter; with James Gregory, Joey Walsh, Doreen Lang, Phyllis Newman, Daniel Ocko, Noel Leslie, Addison Powell, Frank Campanella, Pete Gummeny (SD)

SATURDAY SEPTEMBER 17

Man Behind the Badge (Charles Bickford)	WCBS 6:30pm	The Deadly Homburg - with John Dehner, Richard Gaines, John Pickard, John Hiestand, Tris Coffin, Dick Elliott, Joe Hamilton, Byron Foulger, Phil Tead; (SW) by David P. Harmon; (SD) by Gilbert L. Kay
AMERICA'S GREATEST BANDS (Paul Whiteman)	CBS 8pm	orchestras of: Les Elgart, Russ Morgan, Steve Gibson & the Redcaps, Tito Rodriguez; (SW & SD)
It's Always Jan (Janis Paige)	CBS 9:30pm	with regulars Patricia Bright, Merry Anders, Jeri Lou James, Arte Johnson; (SW & SD)
Texaco Star Thtre (Jimmy Durante)	NBC 9:30pm	regulars with Pat Carroll (C)
Gunsmoke (James Arness)	CBS 10pm	Hot Spell - regulars with John Dehner, James Westerfield; (SW & SD)
Mayor of the Town	WRCA-TV 11:15pm	Escape Into Space - (O) by Jameson Brewer; regulars with Robert Burton, Michael Fox, Nadene Ashdown; (SD) by John Rawlins

SUNDAY SEPTEMBER 18

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Window Shopper - (O) by Clair Roskam; with Olive Reeves, Peal Ames, Steve McQueen, William Whitman, Robert Loggia, Nancy Malone, Ray Stricklyn; (SD) by Herbert Kenwith
LOOK UP AND LIVE	CBS 10:30am	dramatic vignette - (O) by Leo Brady; narr. by Rev. Gilbert Hartke; with Bill Branch; (SD) by Bob Quinn; from Wash., D.C.
Wild Bill Hickok (Guy Madison)	CBS 11:30am	The Doctor Story - regulars with Tom Hubbard, Pamela Duncan, Nadene Ashdown, Bill Hale, Rusty Wescoat, William Tannen, Mike Ragan; (SW & SD)
AMERICAN INVENTORY (Tex Antoine)	NBC 2pm	Roadblock - (O) by Edgar Marvin; with Wendell Holmes, Mona Bruns, Vinton Hayworth, John Boruff, Ralph Williams, Tom Carlin, Jay Meredith, William A. Lee, Kay Loring, William Keene, Mildred Clinton; (SD) by Edward King (FALL PREMIERE)
CAMERA THREE (James Macandrew)	CBS 3:30pm	REPEAT of Emily Dickinson program for 7/7; with Lois Nettleton, Michael Kane; original music by Thomas Scott; (SW) by Robert Herridge; (SD) by Frank Moriarty
Captain Gallant of the Foreign Legion	NBC 5:30pm	Pipeline - regulars with Robert Haynes, Yves Brainville, Gilles Queant, Henri Miller, Stephane Vercoe; (SW) by Gene Levitt; (SD) by Sam Newfield
You Are There (Walter Cronkite)	CBS 6:30pm	The Last Day of an English Queen - with Gloria Talbot, Noel Drayton, Robin Hughes, Jeanette Nolan; (SW & SD)

SUNDAY SEPTEMBER 18 (Cont'd)

Lassie	CBS 7pm	The Pit - regulars with Donald Keeler, Richard Garland, John Pickard; (SW & SD)
It's A Great Life	NBC 7pm	The Fortune Hunter - (O) by Ray Singer & Dick Chevillat; with regulars Michael O'Shea, William Bishop, James Dunn, Frances Bavier & Pat Hardy, Madge Blake; (SD) by Christian Newby (FALL PREMIERE)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Julius La Rosa (S), Marquis' Chimps (C), winners of U.S. Navy annual talent contest
COLGATE VARIETY HOUR	NBC 8pm	Dean Martin & Jerry Lewis (C), (SW) by Artie Phillips & Harry Crane; Prod. by Ernest D. Glucksman; (SD) (START FALL SEASON)
PHILCO TELEVISION PLAYHOUSE	NBC 9:30pm	The Outsiders - (O) by Bernard Wolfe; with Eli Wallach, Pat Henning, Arthur O'Connell, Jason Robards, Jo Rabb, Carlos Montalban, Stefan Pierasch, Val Avery, Clem Fowler; (SD)
Loretta Young (Barbara Stanwyck)	NBC 10pm	My Uncles O'More - with Teresa Wright, Scott Forbes, Carol Stone, Jimmy Karath, Linda Powell, Jeanne Moody, Gregg Palmer; (SD) by Harry Keller
APPOINTMENT WITH ADVENTURE	CBS 10pm	Desperate Haven - (O) by Ann Howard Bailey; with Betsy Palmer, Philip Abbott, Leona Powers, Herbert Nelson, Roy Fant; (SD)
The Whistler	WPIX 10:30pm	The Glass Dime - with Robert Hutton, Eve Miller, Darlene Fields, Phil Tead, Charles Fredericks, Harry Freer, Maxine Malone; (SD) by William Claxton; (SW) by Harold Swanton

MONDAY SEPTEMBER 19

Superman (George Reeves)	WRCA-TV 6pm	The Bully of Dry Gulch - with regulars; (SW & SD)
Sherlock Holmes (Ronald Howard)	WRCA-TV 7pm	The Case of The Diamond Tooth -(formerly listed for 9/12) (O) by Charles Early; with regulars & Charles Brodie, Robert Cunningham, David Oxley, Suzanne Avon, Michael Kurland; (SD)
PRODUCERS' SHOWCASE	NBC 8pm	Our Town - (O) by Thornton Wilder; (A) by David Shaw; (MUS.) by James Van Heusen; (LYRICS) by Sammy Cahn; with Frank Sinatra, Eva Marie Saint, Paul Newman, Ernest Truex, Paul Hartman, Sylvia Field, Peg Hillias, Carol Veazie, Tony Sydes, Shelley Fabares, David Saber, William M. Griffith, Nelson Olmsted, Charlott Knight, Harvey Dunn; Dir. by Delbert Mann
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Freddie Ellis (S), Phillip Jackson (M), Betty Benee (S)
VOICE OF FIRESTONE	ABC 8:30pm	Roberta Peters (S)
Those Whiting Girls (Margaret & Barbara)	CBS 9pm	regulars & Paul Frees; (SW & SD)
ETHEL AND ALBERT	CBS 9:30pm	regulars & Dortha Duckworth, George Petrie, Robert Mc Queeney, Ben Lackland, Janet Paul; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Mr. & Mrs. Monroe - (O) by James Thurber; (A) by St. John Terrel; with Edward Andrews, Augusta Dabney, Mitchell Agruff, Gerald Milton, Mary Grace Canfield, Joseph Boley, Ron Sable, Humphrey Davis, Joseph Leberman, Jane Yohan, Anatol Winogradoff, Fred Herrick, Leslie Barrett; (SD) by John Newland
STUDIO ONE	CBS 10pm	Like Father, Like Son - (O) by Kathleen & Robert Howard Lindsay; with Ralph Bellamy, Geraldine Fitzgerald, Keenan Wynn, Geoffrey Horne; (SD) by Paul Nickell
Eddie Cantor	WABC-TV 10pm	This Marine Went to Town - with Victor McLaglen, Stan Freberg, Vera Marshe, Carl Switzer, George Eldredge; (SW & SD)

TUESDAY SEPTEMBER 20

Steve Donovan (Douglas Kennedy)	WRCA-TV 6pm	Medicine Man - (O) by Wilton Schiller; with regulars; (SD)

TUESDAY SEPTEMBER 20 (Cont'd)

Warner Bros. Presents (Gig Young)	ABC 7:30pm	Cheyenne - (O) by Alan LeMay & Winston Miller; (A) by Don Martin; with Clint Walker, L. Q. Jones, Ann Robinson, Bob Wilke, Peter Coe, Jeff Silver, John Garner, Phil Rich, John Doucette, George Wallace, Rush Williams; (SD)
Navy Log	CBS 8pm	The Frogmen - with Ross Elliott, Robert Nichols, Harry Landers, Paul Dubov, James Seay; (SW) by Allan Sloane; (SD) by Bud Andrews (PREMIERE NEW SERIES)
MARTHA RAYE SHOW	NBC 8pm	with Rocky Graziano, guests Tallulah Bankhead, Gloria Lockerman; (SW) by Norman Lear & Ed Simmons; staged by Lear
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Bill Thompson Gives In - regulars with Hal Baylor; (SW);(SD) by Frank MacDonald
You'll Never Get Rich (Phil Silvers)	CBS 8:30pm	The New Platoon - with Harvey Lembeck, Herbie Faye, Paul Ford, Michael Dreyfus, Harry Clark, Jimmy Little, John Gibson, Ned Glass, Jack Healy, Billy Sands, Mickey Freeman, Tiger Andrews, Karl Lukas, Walter Cartier, Maurice Gosfield; (SW & SD) by Nat Hiken (PREMIERE NEW SERIES)
The Danny Thomas Show	ABC 9pm	The Little League - regulars; (SW & SD)
Joe and Mabel	CBS 9pm	with Larry Blyden, Nita Talbot, Luella Gear, Michael Mann; (SW) by Irving Gaynor Neiman; (SD) by Paul Bogart (PREMIERE NEW SER.)
Jane Wyman's Fireside Theater	NBC 9pm	Holiday in Autumn - with Fay Wray, Walter Reed; (SW & SD)
DuPont Cavalcade Thtr	WABC-TV 9:30	Decision For Justice - (O) by Charles Larson; with Jeff Morrow, Marjorie Lord, Dayton Lummis, Bob Foulk, Addison Richards, Anne Whitfield;(SD) (re-run of previous show)

WEDNESDAY SEPTEMBER 21

Father Knows Best (Robert Young)	NBC 8:30pm	First Disillusionment - regulars & Hal Taggart, Peter Miles, Peter Heisser; (SW & SD)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Fred Malcolm - Les Tremayne, Marjorie Reynolds;(SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The King's Bounty - (O) by Michael Dyne; with Everett Sloane, Betsy Von Furstenberg, Hurd Hatfield, Chris Plummer, Lilia Skala, Carol Goodner, Romney Brent (SD)
FRONT ROW CENTER	CBS 10pm	Meeting At Mayerling - (O) by Brainerd Duffield; with Claude Dauphin, Marisa Pavan, John Wengraf, Isobel Elsom, Fred Essler; (SD) by Fletcher Markle
Douglas Fairbanks	WRCA-TV 10:30	Atlantic Night - (O) by Leslie Reade; with Andre Morell, Alan McClelland; (SD)

THURSDAY SEPTEMBER 22

Guy Lombardo	WRCA-TV 7pm	Martha Wright (S)
The Goldbergs	WABD 7:30pm	with regulars Gertrude Berg, Robert Harris, Eli Mintz, Arlene McQuade, Tom Taylor; (SW); (SD) by Marc Daniels (PREMIERE FILM SERIES)
Long John Silver	WABD 8pm	with regulars Robert Newton, Connie Gilchrist, Kit Taylor, Lloyd Berrell, Grant Taylor, Rodney Taylor, Henry Gilbert, Harvey Adams, Muriel Steinbeck, John Brunskill, Harry Hambleton, Eric Reiman; (O) by Martin Rackin based on characters created by Robert Louis Stevenson; (SD) by Byron Haskin (PREMIERE)
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Night of Execution - (O) by Faith Baldwin; (A) by James P. Cavanagh; with Nina Foch, Vincent Price, Dick Foran, Peter Votrian, Harry Bellaver; (SD) by Allen Reisner
STAR TONIGHT	ABC 9pm	Visitation - (O) by James Ramsey Ullman; (A) by Calvin Tomkins; with Bert Brinkerhoff, Lloyd Bochner; (SD) by Mary Scourby

THURSDAY SEPTEMBER 22 (Cont'd)

LUX VIDEO THEATRE (Otto Kruger)	NBC 10pm	The Eyes of Father Tomasino - (O) by Edwin Blum; with Keefe Brasselle, Gloria Talbott, Joe De Santis; (SD) by Buzz Kulik

FRIDAY SEPTEMBER 23

Adventures of Rin-Tin-Tin (Lee Aaker & James Brown)	ABC 7:30	Rin-Tin-Tin And The Wild Stallion - regulars & Pierre Watkin, Norman Leavitt; (SW) by John O'Dea & Jerry Thomas; (SD)
Schlitz Playhouse	CBS 9pm	The Quitter - (O) by Colin S. Darroch; (A) by Sidney Biddell; with Noah Beery, Jr., Frances Rafferty, Stephen Wootton, Raymond Hatton, Lewis Martin, Craig Stevens; (SD) by Robert Florey
THE BIG STORY (Ben Grauer)	NBC 9pm	James D. Donahue, editor & Thomas F. Sullivan, rep., Boston (Mass.) Record-American - (O) by Alvin Boretz; with Kermit Kegley, Craig Kelly; (SD)
The Vise (Ron Randell)	ABC 9:30pm	Side Entrance - with John Loder, Thea Gregory, Philip Friend, Jennifer Jayne; (SW & SD)
STAR STAGE	NBC 9:30pm	The United States vs. Alexander Holmes - (O) by Larry Marcus & Don Mankiewicz; with Joseph Cotten, Frank Gerstle, Robert Middleton, Sallie Brophy, Ellen Corby, Sally Blaine, Robert Warwick, Larry Williams, Paul Krueger, R. D. Ian Murray, Lillian O'Malley, Jack Mower, David Dwight (SD) by Robert Stevenson

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 16 THRU FRIDAY SEPTEMBER 23

THE GEORGE SKINNER SHOW	WCBS 9am	M thru F - Stu Foster substitutes for vacationing singer Tommy Furtado
GARRY MOORE	CBS 10am	Mon - Jimmie Jeffries (C); Fri - The Mello Larks (M) & Charles Manna (C)
JACK PAAR SHOW	CBS 1pm	Fri - Burl Ives (S)
THE BIG PAYOFF	CBS 3pm	M thru F - Toni Wallace substitutes for vacationing Betty Ann Grove
WAY OF THE WORLD (Gloria Louis)	NBC 4pm	M thru F - (O) by William Kendall Clarke; with Nancy Rennick, Phil Meeder, House Jameson; (SD) by Frederic Carr
UPBEAT !	CBS 7:45pm	Tue & Thurs - Jaye P. Morgan (S)

SATURDAY SEPTEMBER 24

Commando Cody (Judd Holdren)	CBS 11am	Lost in Outer Space - with regulars & Gregory Gay, Mauritz Hugo, Craig Kelly, Gloria Pall, John Crawford, Lee Roberts, Dale Van Sickel; (SW & SD)
Tales of the Texas Rangers (Willard Parker)	CBS 11:30am	West of Sonora - (O) by Maurice Tombragel; with regulars & Cheryl Callaway, I. Stanford Jolley, Robert E. Griffin, Leonard Penn, Ralph Neff; (SD)
Ramar of the Jungle (Jon Hall)	WPIX 7pm	Jungle Vengeance - regulars with Marjorie Lord, House Peters, Jr. Myron Healey, Nick Stewart, Frank Richards, James Edwards, Louise Franklin (SW & SD)

SUNDAY SEPTEMBER 25

Wild Bill Hickok (Guy Madison)	CBS 11:30am	Indians and Delegates - regulars & John Eldredge, Tristram Coffin, Henry Kulky, William Wilkerson; (SW & SD)
AMERICAN INVENTORY	WRCA-TV 2pm	The Days Grow Long - (O) by Philo Higley; with Carmen Matthews, Edith Gresham, John Mc Govern, P. J. Kelly, Nelson Olmstead, Jean Stapleton, Abby Lewis, Mary K. Wells, Vera Allen, Georgia Simmons; (SD) by Edward King
COLGATE VARIETY HOUR	NBC 8pm	Jack Carson (C), Thelma Ritter (A), Alberghetti Family (M)

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

SEPTEMBER 21, 1955

VOLUME 7 NUMBER 38 A

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

The fall programming picture began taking its first light pokes to the chin this week when Joe and Mabel, new situation comedy film series filmed in New York, had its scheduled debut cancelled last night (20) and Meet Millie continued its run. The taxi driver story, starring Larry Blyden and Nita Talbot in the top roles, apparently has not been cancelled outright, since there may be future production to salvage the series, or it might even revert to live production, the original plan several months ago. CBS has also cancelled My Friend Flicka out of the Friday, 7:30-8pm spot and will debut The Adventures of Champion in that time on Sept 30, which was the date for the Flicka unveiling.....My Friend Flicka is a Twentieth Century Fox series. TCF also had problems with its Twentieth Century Fox Hour films which still have to be tested on the air, but one indication of a future switch at that studio is the announcement that Dick L'Estrange, long-time production manager for Roland Reed Productions, has joined TCF as production manager of all films made on the Western Ave. lot. .....The next couple of months should give a fairly firm idea of what television will be in the future as far as the networks are concerned. CBS has the heaviest schedule of filmed series; retains its sold-out block of afternoon soapers and is venturing into big money color specs. NBC is still predominant in one-hour live dramas, with its new Matinee Theatre undergoing a crucial test starting Oct 3 in prime afternoon time; a 50 per cent new look for Sunday night programming and a second year, "second look" test for several of its big surprise shows of last season. The trades are already starting to mumble about a tug-of-war between agencies and production talent about keeping shows in New York or Hollywood. As has been said before, talent and results will out, nothing else, because a winning combination is rarely disturbed. But if another angle is needed, remember that sick programs, whether east or west coast originations, are usually souped up by importation of new production personnel if a program can be salvaged without too much harm.

"The Caine Mutiny Court-Martial" will be produced by Paul Gregory as the third program in the Ford Star Jubilee series on CBS on Saturday, Nov 19, 9:30-11pm EST. Lloyd Nolan (as Capt. Queeg), Barry Sullivan (succeeded Henry Fonda on Broadway as Lt. Greenwald), John Hodiak (as Lt. Maryk) and Russell Hicks (as Capt. Blakely), will re-create their original Broadway roles for the telecast, which will originate live from Hollywood. The second Ford program, following the Judy Garland debut this Saturday from Hollywood, will star Noel Coward and Mary Martin on Oct 22 in a revue, "Together With Music," from New York.

 (MORE)

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Sandra Deel will move from the Sid Caesar summer show to a permanent spot in his fall Caesar's Hour, taking the part of Carl Reiner's wife in "The Commuters" sketches. Virginia Curtis had the role last season.....Appointment With Adventure, CBS Sunday night half-hour drama series, which was scheduled to switch to a new title and a new story pitch on Oct 2 (Opening Night, with romantic love stories), will instead stay with its old title and program the romantic love stories with an adventure twist, which actually has been the story trend in recent weeks. The probable thinking was that the program has finally jelled after a summer of problems so why disturb a good set-up.....Joan MacDonald is casting director for the new Alcoa and Goodyear drama series debuting Oct 9 over NBC (successor to the Philco and Goodyear Television Playhouse) as well as for Producers' Showcase. Her first show on the latter is "Cyrano de Bergerac," which will star Jose Ferrer and Claire Bloom on Oct 17.....Justice, which goes into the NBC, Sunday, 10:30-11pm spot, for American Tobacco (replacing the originally scheduled Arthur Murray Party for other sponsors, which replaced the originally scheduled Louella Parsons series in the spot) will be produced by Gordon Duff for NBC. The John Rust-Talent Associates package will use various directors at the beginning. Casting is through Anita Gonzales, with scripts through Jacqueline Babbin and Earl Booth; all three at Talent Associates(NY).

NBC Matinee Theatre, earlier this week had 56 properties set for this season, including 23 originals, 16 adaptations and 17 re-runs of evening drama shows. The list of adaptations includes "Barretts of Wimpole Street," a play by Rudolf Basier; "Dark of the Moon," adapted from a Broadway play; "Wisteria Trees," adapted from a Josh Logan play, and "Jason," a Samson Raphaelson play. The list of re-runs includes four from Philco Television Playhouse(NBC), three from Studio One(CBS), five from Kraft Television Theatre(NBC & ABC), one from U. S. Steel Hour(ABC), two from Motorola TV Hour(ABC), one from Robert Montgomery Presents(NBC), and one from Ford Theatre(CBS, one-hour live series, 1948-1951). The program series will utilize kinescopes of productions periodically when its NBC Burbank studio space is pre-empted for the Milton Berle Show. The stories out of Hollywood some weeks ago about mass importation of acting talent from New York to make up the supposed lack of same available in Hollywood not only brought a complaint from AFTRA, but finally brought a direct answer from NBC West Coast brass on the whys and wherefores of the casting situation for the series. The letter from Fred W. Wile to AFTRA reassured the union on the capabilities of its West Coast members, saying that "it is unfortunate that the impression may have been created that NBC is footing the bill for a mass importation of acting talent into Hollywood. I can assure you that such is not the case."

Gian-Carlo Menotti has accepted another commission from NBC to compose an opera for television (the first was the highly successful "Amahl and the Night Visitors," now a Christmas perennial for NBC), to be delivered before Aug 31, 1957. The composer will again write his own libretto for the new work, as he has done for all his operas.....Burr Tillstrom will not only handle all the puppets for Maurice Evans' production of "Alice in Wonderland" on Oct 23 on Hallmark Hall of Fame over NBC, but will also play the Mock Turtle. Evans is host-narrator for the 90-minute telecast... ....Herb Ross, who was Milton Berle's choreographer on his television shows in New York, has been signed to stage the first Berle show from Hollywood on Sept 27. Ross also staged many top night club acts as well as Broadway legitimate shows.....Ethel and Albert which ends its CBS run in two weeks as the summer replacement for December Bride, will stay on the air as a fall series again, moving to ABC on Oct 14, as the Friday, 10-10:30pm EDT, replacement for The Name's the Same. Ralston Purina, current sponsor of the panel show, continues with the domestic comedy.....Although Carroll Case is still listed as producer for Worthington Miner's new Frontier series, which debuts next Sunday over NBC, 7:30-8pm EDT, he resigned last week to return to motion picture production. The Frontier series is currently in production at Hal Roach Studios.

It might seem like past history, but cancellations of programs that end up not cancelled can create story problems. Meet Millie (see top of page one, this report), had ads in the Hollywood trades last week announcing that the telecast on Sept 13 would be the rehearsal for the wedding of "Mildred Bronson" to "John Randolph Boone, Jr," which was planned as a logical end for the series as long it was going off the air. Resurrected suddenly with a married couple on Sept 20, the program now has to work out a story line never intended for the series -- a comedy of young marrieds with an energetic mother/mother-in-law.

Ed Rice, script editor for Kraft Television Theatre, is quoted in a J. Walter Thompson Co publicity release last week as saying that the surest way for a writer to get a script produced on television is "get an agent." He asserts, "Unsolicited scripts are usually overlooked. Editors just don't have the time to go through them. When a play comes through an agent, it bears that agent's name and reputation. We know the name and can depend on that, the same as we can depend on writers whose work we've used before." Naturally the play has to have quality to get produced. Rice doesn't claim that an agent can get a play on TV unless the script is a good one. But Rice also implies, in citing the progress of Rod Serling as a TV dramatist, that once success is achieved, if the writer can maintain a standard, he should have no trouble in selling his scripts. Rice doesn't give the old axiom: The first sale is the hardest. Folowed by: Nothing succeeds like success.

Capitol Records is plugging its tie-in with an episode of Ziv's syndicated TV series, Mr. District Attorney, in which the D.A. tracks down record counterfeiters who make and sell bogus copies of a new Nat Cole recording. The record used in the film is a new Capitol recording by Cole, naturally, so Cole, Capitol record dealers and anyone else with an interest in the record, will plug the new record. Cole is scheduled for appearances on the Ed Sullivan Show on Oct 2 and 9, when the film show and the record may be plugged. This is believed to be the first TV film used to plug a new record in story line, following the precedent set on Studio One with "Let Me Go Lover" which spread to other live shows in theory, if not with the same record success.

PEOPLE GOING PLACES: Howard Wormser, who has been with MCA-TV, has returned to his previous post as director of publicity for KTLA(LA). Abe Greenberg who has been publicity director of the station since January has been named director of advertising and sales promotion, a new dept.....Effective Sept 19, the telephone number of WGN-TV(Chi) was changed to MIchigan 2-7600, with all extensions remaining the same. The station has been using the Chicago Tribune's number since it was first formed.... ...Rodney Albright has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as a TV production supervisor. He was previously a film producer at Biow-Beirn-Toigo, Inc... ...Michael Connelly joined KNXT(LA) and the CTPN regional net's press information dept. He had been with UP in LA.

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EDITOR: Jerry Leichter

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(26)

CBS- 7:30-8pm EDT; DEBUT; The Adventures of Robin Hood, ON FILM; from WCBS-TV(N (NY) & KNXT(LA), 75 stations net, 16 delayed. § Alternate Week Sponsors- 1) Johnson & Johnson (Baby Products, Surgical Dressings) thru Young & Rubicam, Inc(NY); Acct Execs- George Fitch(Baby Products), Clifford W. Smith(Surgical Dressings); Agcy Superv- Milford Baker; Comm Superv- John Swayze. 2) Wildroot Co., Inc (Toilet Preparations) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec & Agcy Super- Gertrude Scanlan; Comm Superv- Stewart Garner; Comm Anncr- Sandy Becker. § Pkgr- Incorporated Television Programme Co(England); Film Prod- Sapphire Films Ltd., at Nettlefold Studios, Walton-on-Thames, Surrey, England; Prod- Hannah Weinstein; Dir- Ralph Smart; Asst Dir- Bernard Knowles; Tech Dir- Gabriel Toyne; Art Dir- Peter Proud; Writers- Ralph Smart, others. § Richard Greene stars as Robin Hood in the this British-made film series, with Bernadette O'Farrell co-starring as Maid Marian; with Ian Hunter as Sir Richard, Alexander Gauge as Friar Tuck, Rufus Cruikshank as Little John, Alan Wheatley as Sheriff of Nottingham and Donald Pleasance as Prince John. The program replaces the Monday segment of Douglas Edwards and the News (Mon thru Fri, 7:30-7:45pm, moves this date to 7:15-7:30pm) and The Julius La Rosa Show (last show Sept 23), seen Mon, Wed, Fri, 7:45-8pm EDT. Official Films, Inc(NY) distributes Robin Hood.

NBC- 8-9pm EDT, 3 Mondays of every 4; RETURN; Caesar's Hour; from WRCA-TV(NY), 63 stations live, 27 kine. § Sponsors- 1) Helene Curtis Industries, Inc. (Hair Preparations) thru Earle Ludgin & Co(Chi); Agcy Superv- Phillips Carlin(NY). 2) Remington Rand, Div of Sperry Rand Corp (Electric Shaver Div, other products) thru Young & Rubicam, Inc(NY); Acct Exec- Oliver McKee, Robert Eastright; Agcy Superv- William Howard; TV Acct Superv- David Levy; Comm Superv- John Swayze. 3) American Chicle Co (Dentyne, Clorets, Beemans Gum, Rolaids) Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- Richard A. Porter; Acct Exec- Robert Etienne; Comml Superv- Richard Bradshaw; Commls- On Film. Clorets, Beemans Gum, Rolaids; all thru Ted Bates & Co(NY); Acct Superv- J. Ross MacLennan; Agcy & Comm Superv- Edward Brown. § Pkgr- Shellric Corp(NY); Exec Prod- Hal Janis(NBC); Prod- Leo Morgan; Assoc Prod- George Charles; Dir- Clark Jones; Assoc Dir- John Block; Music Dir- Bernard Green; Sets- Herb Andrews; Costumes- Jerry Boxhorn; Choreog- Ted Cappy; Writers- Mel Tolkin, Selma Diamond, Larry Gelbhart, Mel Brooks, Sheldon Keller, Mike Stewart, Gary Belkin. (Continued next page)

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Monday(26)

NBC- Caesar's Hour (Cont'd from previous page): Sid Caesar returns with his comedy review, with dancing music and occasional guest stars; with Nanette Fabray, Carl Reiner, Howard Morris, Ellen Parker, Sandra Deel, singer Bill Lewis, pianist Earl Wild. Program succeeds its summer replacement, Caesar Presents (last show Sept 12) in this time spot. Producers' Showcase is seen in this time spot once every four weeks.

Tuesday(27)

CBS- 7:30-8pm EDT; RETURN; Name That Tune; from WCBS-TV(NY), 61 stations live. § Sponsor- Whitehall Pharmacal Co (BiSoDol, Kolynos, other products); BiSoDol thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Edward Stefenson; Agcy & Comm Superv- Jim McMenemy; Comm Anncr- Don Hancock. Kolynos, Anacin, others, thru Biow-Beirn-Toigo, Inc(NY). § Pkgr- CBS-TV(NY) with Harry Salter; Prod- Art Stark; Dir- Perry Lafferty; Music Dir- Harry Salter; Prog Anncr- Johnny Olsen. § George de Witt is quiz master for the audience participation musical quiz, in addition to singing the musical clues for the contestants. The program was seen over CBS last season in a different time and day. In its new spot it replaces the Tuesday segment of Douglas Edwards and the News (7:30-7:45pm, moved to 7:15-7:30pm) and the Tuesday segment of Upbeat! (last show Sept 22), Tue & Thu, 7:45-8pm EDT.

CBS- 9:30-10pm EDT; RETURN; The Red Skelton Show (Color); from WCBS-TV(NY) for 2 shows, then regularly from KNXT(LA), 73 stations live, 24 kine(Pet); 62 stations live, 12 kine(Johnson). § Alternate Week Sponsors- 1) Pet Milk Co thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; Agcy Superv- Roland Martini(NY); Comm Anncr- Art Gilmore. 2) S.C. Johnson & Son, Inc.(Furniture, Floor, Auto Waxes and Polishes); Auto and floor cleaners and polishers thru Foote, Cone & Belding(Chi); Acct Superv- Charles F. Winston, Jr.; Agcy Superv- Thomas G. Brennan. Furniture waxes and cleaners thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- John J. Louis. § Pkgr- CBS-TV(LA); Prod- Cecil Barker; Dir- Seymour Berns; Music Dir- David Rose; Writers- Sherwood Schwartz, Jesse Goldstein, Mort Greene, Dave O'Brien. § Red Skelton returns with his comedy-variety revue, starring in his character sketches, with guest stars; backed by David Rose and the orchestra. First two shows originate in New York. The program replaces Spotlight Playhouse (last show Sept 20) re-run films, in this time.

NBC- 8-9pm EDT, every 3rd Tuesday; RETURN; The Milton Berle Show (Color); from KRCA-TV(LA), 93 stations live, 61 kine (b & w). § Sponsors- 1) Radio Corp of America (RCA Victor Div) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Clinton Wheeler; Agcy & Comm Superv- Bev Smith; Comm Anncr- Vaughn Monroe. 2) Whirlpool Corp (Washers, Dryers, Ironers) thru Kenyon & Eckhardt, Inc(Chi); Acct Exec- George Simons; Agcy Superv- Andrew Hewitt; Comm Superv & Dir- Judson Whiting; Comm Anncr- Fran Allison. 3) Sunbeam Corp (Electric Shaver, Appliances) thru Perrin-Paus Co(Chi); Agcy & Comm Superv- Elliot Saunders(NY); Comm Anncr- Bob Shepard. § Pkgr- NBC-TV; Exec Prod- Irving Gray; Prod & Dir- Milton Berle; Assoc Prod- Kevin Joe Jonson; Stager- Herb Ross; Music Dir- Victor Young; Costumes- Grady Hunt; Art Dir- Spencer Davies; Unit Prod Mgr- George Habib; Writers- Bill Manhoff, Nate Monaster, Buddy Arnold, Al Schwartz (all for revues). § Milton Berle returns as star of his own program originating from Hollywood during the entire season; revues, book shows, musicals, etc., with prominent guest stars, every third Tuesday. The 13 shows during the season will all be presented in color, from NBC's Burbank studios. Program alternates with The Bob Hope Show (The Chevvy Show), starting Oct 4, and The Martha Raye Show (see page 110), each presented every third Tuesday.

Tuesday(27)

NBC- 9:30-10:30pm EDT, alternate weeks; RETURN & DEBUT; Armstrong Circle Theatre; from WRCA-TV(NY), 63 stations live, 7 kine. § Sponsor- Armstrong Cork Co (Floor, Wall Coverings) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Paul Markman; Acct Exec- Leroy H. Dreher; Comm Superv- Mary Cummings; Comm Dir- Jack Farren; Comm Anncr- John Cameron Swayze (and films). § Pkgr- Talent Associates Ltd(NY); Prod- David Susskind; Assoc Prod- Robert Costello; Dirs- William Corrigan, Paul Bogart, others; Script Ed- Jacqueline Babbin(at Talent Associates); Casting- Ethel Winant(TA); Sets- Ben Edwards. § John Cameron Swayze is host for full-hour "actuals," dramatic re-creations of true stories, with top rank stars of stage, screen and TV in original teleplays. Armstrong Circle Theatre has been a half-hour drama series from its debut on June 6, 1950, until it left the air for summer hiatus this past season, when it had been seen Tuesdays, 9:30-10pm. It now changes to a full-hour, alternate-week appearance, replacing Truth or Consequences, 10-10:30pm, in adding a half-hour to its time spot. The latter program moves to Friday, 8-8:30pm EDT, effective Sept 30.

Wednesday(28)

CBS- 7:30-8pm EDT; DEBUT; Brave Eagle, ON FILM; from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Pkgr & Film Prod- Frontier Productions, Inc., at Goldwyn Studios, Hollywood, Calif., also Roy Rogers Ranch at Chatsworth, Cal.; Exec Prods- W. Arthur Rush, Mike North; Prod- Jack Lacey; Assoc Prod- Wallace Bosco; Dir- Paul Landres, others. § Adventure series concerning the Cheyenne Indians in the days of the Old West, starring Keith Larsen as Brave Eagle; with Keena Nomkeena as Keena, foster son of Brave Eagle; Bert Wheeler as Smokey Joe, a half-breed Cheyenne, and Kim Winona as Morning Star, a maiden. Programs replaced in this time spot are listed on page 113, this time spot for Monday (26).

NBC- 10-10:30pm EDT; RETURN; This Is Your Life; from KRCA-TV(LA), 79 stations live, 17 kine. § Alternate Week Sponsors- 1) Hazel Bishop, Inc (Lipstick, Nail Polish, Complexion Glow) thru Raymond Spector Co., Inc(NY); Acct Exec- Raymond Spector; Agcy Superv- Richard Ward; Comm Dir- Richard Gottlieb; Comm Anncr- Bob Warren. 2) Procter & Gamble Co (Prell) thru Benton & Bowles, Inc(NY); Acct Exec- Norman Grulich; Agcy Superv- Brown Bolte; Comm Superv & Dir- Edward Mahoney; Comm Anncr- Bob Warren. § Pkgr- Ralph Edwards Productions(LA); Exec Prod- Ralph Edwards; Prod & Dir- Axel Gruenberg; Music Dir- Von Dexter; Chief Researcher- Don Malmberg. § Ralph Edwards is m.c. for his program in which individuals are surprised and honored by the re-creation of their life stories on stage, through friends, family and co-workers brought to the studio. Program has been seen in kine re-runs during the summer, and now returns for its fourth season.

NBC- 12:45pm- to concl, 4 to 7 days; SPECIAL; 1955 World Series (Color); from WRCA-TV(NY), 157 stations live. NBC stations, plus 5 TV stations owned by General Teleradio through Mutual Broadcasting System's contract for broadcasts. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr.; Agcy Superv- Ed Wilhelm(NY); Comm Superv- Paul J. La Porte; Comm Anncrs- Films and live interviews by game announcers. § Pkgr- Maxon, Inc., with NBC Sports Dept(NY); Prod- Ed Wilhelm(Maxon); Dir- Harry Coyle(NBC); Game Anncrs- Mel Allen, Al Helfer, Jimmy Powers, Win Elliot. § 1955 World Series telecasts, the first time in color, originate for the first two games from Yankee Stadium, the home of the New York Yankees, American League champions, with the third, fourth and (if necessary) the fifth games, originating from Ebbets Field, home field for the Brooklyn Dodgers, National League champions. The best-four-of-seven series then returns to the Yankee Stadium if necessary. All regular programming is pre-empted for the series telecasts. Telecasts start at 12:45pm, 15 minutes before game time. The Sunday game, if played, will be on the air at 1:45pm, with the game starting at 2:05pm EDT.

Thursday(29)

CBS- 7:30-8pm EDT; DEBUT; Sergeant Preston of the Yukon, ON FILM; from WCBS-TV (NY) & KNXT(LA), no. of stations indefinite. § Sponsor- The Quaker Oats Co (Cereals) thru Wherry, Baker & Tilden, Inc(Chi). § Pkgr & Film Prod- Charles E. Skinner Productions, at Skinner Studio, Hollywood, Calif.; Prod & Dir- Charles E. Skinner; Alt Dir- Edward Dew; Script Ed & Writer- Nelson Gidding. § Richard Simmons stars in the title role of the adventure series about an outpost officer of the Royal Northwest Mounted Police, following the long-time radio series.

NBC- 8-8:30pm EDT; RETURN; You Bet Your Life, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), 107 stations net, 41 delayed. § Sponsor- Plymouth-De Soto Dealers of America thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Nate Tufts; Comm & Prog Anncr- George Fenneman. § Pkgr- NBC-TV; Film Prod- Filmcraft Productions, at own studio, Hollywood, Calif; Prod- John Guedel; Prod Mgr- Isidore Lindenbaum; Prod Superv- F. H. Fodor; Dirs- Robert Dwan, Bernie Smith; Music Dir- Jack Meakin. § Groucho Marx returns with his audience participation quiz show, punctuating the questions with his quips and ad libs. Contestants work in teams for cumulative cash prizes, with a try at a jackpot question. Program has been seen in re-runs during the summer as The Best of Groucho (last show Sept 22).

NBC- 10-11pm EDT; RETURN; Lux Video Theatre; from KRCA-TV(LA), 89 stations live, 9 kine. § Sponsor- Lever Brothers Co (Lux Soap, Lux Liquid, Flakes) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black; Agcy Superv- Cornwell Jackson(H'wood); Prog & Comm Anncr- Ken Carpenter. § Pkgr- J. Walter Thompson Co for Lever Brothers Co; Exec Prod- Stanley Quinn(H'wood); Prod- H. Calvin Kuhl; Alt Dirs- Buzz Kulik, Richard Goode, Earl Ebi; Music Dir- Rudolph Schrager; Sets- William Craig Smith; Costumes- Claudia Ingram; Writer-Adapters- Sanford Barnett, Richard McDonagh; Interview Writer- Dona Clark; Program Host- Otto Kruger. § Adaptations of famous movies, starring and featuring Hollywood name talent. Program replaces Lux Video Theatre's "Summer Preview Series" (last show Sept 22), its summer replacement in this time spot.

Friday(30)

CBS- 7:30-8pm EDT; DEBUT; The Adventures of Champion, ON FILM; from WCBS-TV(NY) & KNXT(LA), to the net. Sustaining. § Pkgr & Film Prod- Flying A Productions, Hollywood, Calif.; Exec Prod- Armand Schaefer; Prod- Louis Gray; Dirs- George Archainbaud, Ford Beebe. § Adventure series stars Champion, "The Wonder Horse," with Rebel, a German shepherd, as the horse's pal, with 12-year-old Barry Curtis as Ricky North, the dog's master, and Jim Bannon as Sandy, Ricky's uncle. (Gene Autry, owner of Champion and Rebel, does not appear in the series).

CBS- 10-10:30pm EDT; RETURN; The Line-Up, ON FILM; from WCBS-TV(NY) & KNXT(LA), 115 stations net, 23 delayed(Viceroy); 87 stations net, 15 delayed(P & G). § Alternate Week Sponsors- 1) Brown & Williamson Tobacco Corp (Viceroy Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Exec- Howard Black; Agcy Superv- Phil Krim; Comm Superv- Thomas McAndrews; Commls- On Film. 2) Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- Walter Smith; Agcy Superv- Thomas Clark; Comm Superv- Hanley Worris. § Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc; at Motion Picture Center, Hollywood, Calif; Prod- Jaime del Valle; Dirs- Hollingsworth Morse, Harold Schuster; Dir of Photog- Nick Musuraca. § Dramatized stories from the files of the San Francisco Police Dept; co-starring Warner Anderson as Lt. Ben Guthrie and Tom Tully as Inspector Matt Grebb. The program returns from hiatus replacing Undercurrent (last show Sept 23), re-runs of films, in the time spot.

Saturday(Oct 1)

CBS- 11-11:30am EDT; RETURN; Captain Midnight, ON FILM; from WCBS-TV(NY), 39 stations net, 9 delayed. § Sponsor- The Wander Co (Ovaltine) thru Tatham-Laird, Inc(Chi); Acct Superv- Ralph Linder; Agcy Superv- Jack Ragel; Comm Anncr- Bob Lemond. § Pkgr & Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif; Exec Prod- Fred Briskin; Prod- George Bilson; Dir- D. Ross Lederman; Asst Dir- Mitchell Gamson; Art Dir- Robert Peterson; Dir of Photog- Benjamin H. Kline; Film Ed- Robert B. Hoover; Writers- Wallace Bosco, others..§ Richard Webb stars as Captain Midnight in this adventure-science fiction series for children; with Sid Melton as Ikky and Olan Soule as Tut. The program had been seen in the 11:30-12noon time spot until Aug 27 when it went off the air for a month. It now replaces the Saturday showing of Winky Dink and You which moves to 10:30-11pm, replacing local programming, effective Oct 1.

CBS- 8-8:30pm EDT; RETURN; Stage Show; from WCBS-TV(NY), 92 stations live, 18 kine. § Sponsor- The Nestle Co, Inc (Nescafe Instant Coffee, other products) thru Bryan Houston, Inc(NY); Acct Exec- Robert Denning; Agcy Superv- William Templeton; Comm Superv- Wyn Walshe; Comm Anncrs- Jimmy Blaine, Betty Brewer. § Pkgr- Jackie Gleason Enterprises, Inc(NY); Exec Prod- Jack Philbin; Prod- Al Span; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Sets- Richard Rychtarik; Choreog- June Taylor; Casting- Al Span, Jack Hurdle(at Gleason). § Variety show, starring Tommy and Jimmy Dorsey and their combined orchestras, with the June Taylor Dancers and star variety acts each week. The program originally debuted over CBS on July 3, 1954, as the summer replacement for the Jackie Gleason Show and has since been seen occasionally as a short vacation replacement for Gleason. In its current spot it replaces the first half-hour of America's Greatest Bands (last show Sept 24), 8-9pm.

CBS- 8:30-9pm EDT; DEBUT; The Honeymooners, ON FILM; from WCBS-TV(NY) & KNXT(LA), 140 stations net, 36 delayed. § Sponsor- Buick Motor Division, GMC, thru Kudner Agency, Inc(NY); Acct Exec- James Cochran; Agcy Superv- Henry A. Ladd; Comm Superv- J. P. Ellis; Comm Dir- Hugh Brown; Comm & Prog Anncr- Jack Lescoulie. § Pkgr & Film Prod- Jackie Gleason Enterprises, Inc(NY), using the Du Mont Electronicam System; Exec Prod- Jack Philbin; Prod- Jack Hurdle; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Music Dir- Sammy Spear; Set Design- Richard Rychtarik; Sets- Ed Pasternak; Writers- Marvin Marx, Walter Stone, Sid Zelinka, Leonard Stern, A. J. Russell, Herb Finn; Casting- Jack Hurdle, Stan Poss(at Gleason). § Jackie Gleason stars as Ralph Kramden, the bumbling bus driver, in this situation comedy series; with Audrey Meadows as Alice, his wife; Art Carney as Ralph's sidekick Ed Norton, the sewer worker, and Joyce Randolph as Norton's wife Trixie. The characterization was originally developed by Jackie Gleason when he was m.c. of Cavalcade of Stars on the Du Mont net (starting late 1950, thru 1951-1952 season). After the debut of The Jackie Gleason Show over CBS-TV on Sept 20, 1952, the skit series was presented more and more often, finally being presented almost regularly as a full hour sketch last season. In the new spot The Honeymooners replaces the second half-hour of America's Greatest Bands.

NBC- 9-10:30pm EDT, 1 Saturday of each 4; RETURN; Max Liebman Presents (Color); from WRCA-TV(NY), 106 stations live. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Acct Exec- Guy Warren; Agcy Superv- Frank Egan(NY); Comm Superv- Kenneth G. Manuel(Det); Comm Dir- Craig Allen(NBC); Comm Anncr- Bob Lemond. § Pkgr- NBC-TV(NY); Prod & Dir- Max Liebman; Assoc Dir- Bill Hobin; NBC Superv- Hal Janis; Music Dir- Charles Sanford; Set Design- Frederick Fox; Costumes- Paul Dupont; Choreog- James Starbuck; Writers- William Friedberg, Neal Simon; Choral Dir- Clay Warnick. § "Heidi," a musical adaptation of Johanna Spyri's children's classic is the first of the Max Liebman series for 1955-1956, starring Jeannie Carson, with Wally Cox, Elsa Lanchester, Robert Clary and Bil and Cora Baird. The musical score was written by Clay Warnick and lyricist Carolyn Leigh, based on the melodies of Robert Schumann.

ABC- 2pm-concl EDT; RETURN; Chicago Pro Football; from WBKB(Chi), 29 stations live. § Sponsor- One-half game co-op; one-half of each game sponsored by Falstaff Brewing Corp (Beer) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ed Sherick; Agcy & Comm Superv- Bill Sheehan. § Pkgr & Prod- ABC Chicago; WBKB cameras and crew. § The fourth season of ABC telecasts of the home games of the Chicago Bears and Chicago Cardinals of National Football League. Harold "Red" Grange handles the play-by-play, with Bill Fay doing the color commentary.

CBS- 9-9:30pm EDT; RETURN; General Electric Theatre, LIVE or FILM; from WCBS-TV (NY) & KNXT(LA), 124 stations live or net, 22 kine or delay. § Sponsor- General Electric Co (Institutional) thru Batten, Barton, Durstine & Osborn, Inc (NY); Acct Exec- Charles H. Newton; Agcy Superv- W. Barry McCarthy; Comm Superv- Al Cantwell(NY); Jack Tyler(LA); Comm & Prog Anncr- Don Herbert. § Pkgr- MCA-Revue Productions (26 productions live, 13 filmed by Revue in LA); Live: Prod- Mort Abrahams(MCA, NY); Assoc Prod- Leo Davis; Prod Superv- Robert Foshko; Dir- Don Medford; Music Dir- Eugene Cines; Sets- John Robert Lloyd; Script Ed- Ted Apstein(MCA, NY); Casting- Eleanor Kilgallen, Monique James(MCA, NY). Films produced at Revue(LA), supervised by Alan Miller. § Ronald Reagan is host and program supervisor for this returning drama series, with top name stars in leading roles. Filmed programs are shown at intervals and then re-run during summer; last re-run of previous season's films, Sept 25.

CBS- 9:30-10pm EDT; DEBUT; Alfred Hitchcock Presents, ON FILM; from WCBS-TV(NY) & KNXT(LA), 63 stations net, 11 delayed. § Sponsor- Bristol-Myers Co(Bufferin, Vitalis, Sal Hepatica) thru Young & Rubicam, Inc(NY); Acct Exec- James Benham, Robert Osburn(Sal Hepatica); Agcy Superv- Brooks Emory; Comm Superv- William Whitman. § Pkgr & Film Prod- Revue Productions, at Republic Studios, Hollywood, Calif; Exec Prod- Alfred Hitchcock; Prod- Joan Harrison; Dirs- Various; Story Eds- William Morwood(MCA, NY), Manning O'Connor(Revue, LA). § Alfred Hitchock is host-narrator for stories selected by him for their qualities of suspense, thrills and mystery. The program replaces Stage 7 (last show Sept 25) in this time spot for the sponsor.

NBC- 10:30-11pm EDT; RETURN; Justice; from WRCA-TV(NY), 53 stations live, 37 kine. § Sponsor- American Tobacco Co (Tareton Cigarettes) thru The M. H. Hackett Co(NY); Acct Execs- George Schiffmacher, Stanley Evans; Comml Anncrs- (film) Kenny Delmar, Fred Maness, Bill Lazar. § Pkgr- John Rust-Talent Associates Ltd (NY); Prod- Gordon Duff(NBC); Dirs- Various; Sets- Bob Wade; Script Eds- Jacqueline Babbin, Earl Booth(TA); Casting- Ethel Winant(TA). § Dramas based on case histories from files of the Legal Aid Society; with William Prince starring each week as the Legal Aid Society representative. The program was seen last season over NBC, Thu, 8:30-9pm. In its new spot it replaces The Bob Cummings Show (last show Sept 25), which has been seen in re-runs.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Douglas Edwards With the News (Mon thru Fri, 6:45-7pm EDT, live repeat 7:15-7:30 pm EDT) New time schedule, effective Sept 26. Program was seen 7:30-7:45pm EDT.

Arthur Godfrey and his Friends; RETURN Sept 14; Wed, 8-9pm EDT; from WCBS-TV(NY), 114 stations live, 38 kine(Toni), 77 stations live, 16 kine(Pillsbury), other totals indefinite. § Sponsors- 1st half-hour: The Toni Co (Various Products) alternating weekly with CBS-Columbia thru Ted Bates & Co., Inc(NY). 2nd half-hour: Kellogg Co thru Leo Burnett, Inc(Chi), for 4 weeks, followed by National Carbon Co (Prestone Anti-Freeze) thru William Esty Co., Inc(NY), alternating weekly with Pillsbury Mills thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY) with Arthur Godfrey; Exec Prod- Arthur Godfrey; Asst to Mr. Godfrey- Fred Hendrickson; Dir- Robert Bleyer; Music Dir- Bert Farber. § Godfrey returns with regulars Frank Parker, Janette Davis, The McGuire Sisters, Carmel Quinn and Tony Marvin, plus occasional guests. Program replaces Frankie Laine Time (last show Sept 7).

TALENT SHOWSHEET SEPTEMBER 23-OCTOBER 2, 1955

Most of the shows on Sept. 23, 24, 25 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Sept. 30. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY SEPTEMBER 23

Science Fiction Thtre (Truman Bradley)	WRCA-TV 7pm	Dead Reckoning - with James Craig, Adam Williams, Steve Brodie, Arlene Whelan, Everett Glass, Art Lewis; (SW & SD)
The Life of Riley (William Bendix)	NBC 8:30pm	The Big Sacrifice - regulars & Henry Kulky; (SW) by Dick Conway & Roland MacLane; (SD) by Abby Berlin
THE BIG STORY (Ben Grauer)	NBC 9pm	ADD: Louise Larabee, Vinton Hayworth,Jr., Harry Holcombe, Bea Chilson, Truman Smith, Nancy Devlin, Frank Albertson, Susan Steele, Metro Wells

SATURDAY SEPTEMBER 24

Man Behind the Badge	WCBS 6:30pm	The Second Chance - with Barney Phillips, Biff Elliot, Stanley Clements, Jan Shepard, Tyler McVey, Kay Stewart, Vernon Rich, Ben Niems, Larry Kert, John Truax; (SW) by David P. Harmon; (SD) by Gilbert L. Kay
THE PERRY COMO SHOW	NBC 8pm	with Patti Page (S), Peter Lawford , Louis Da Pron Dancers, Archie Moore (Fighter)
AMERICA'S GREATEST BANDS (Paul Whiteman)	CBS 8pm	orchestras of: Harry James, Eddy Howard, Machito,Hal McIntyre; (SW & SD)
Texaco Star Thtre (Jimmy Durante)	NBC 9:30pm	Toni Arden (S)
FORD STAR JUBILEE	CBS 9:30pm	(O) by John Tackaberry; with Judy Garland (S), David Wayne (MC-Host), Mitsuko Sawamura (S), Robert Lamouret (ventriloquist), The Goofers (M&C); (SD) by Paul Harrison
Mayor of the Town (Thomas Mitchell)	WRCA-TV 11:15 pm	The Old Triangle - (O) by Jameson Brewer & Max Lief; regulars with Ann Doran, Pat Morrow; (SD) by Marshall Grant

SUNDAY SEPTEMBER 25

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	The Throne of Mercy - (O) by Joseph Mindel; with Henry Sharp, David J. Stewart, Henry Lascoe; (SD) by Herbert Kenwith
Wild Bill Hickok	CBS 12:30pm	CORRECTION: time changed to 12:30am on 9/25
CAMERA THREE (James Macandrew)	WCBS-TV 3:30pm	The Rendezvous - (O) by Turgenev; (A) by Robert Herridge; with Lois Nettleton, Gerald Sarracini, Michael Higgins, (SD) by Frank Moriarty
Captain Gallant of the Foreign Legion (Buster Crabbe)	NBC 5:30pm	Double Jeopardy - regulars & Gilles Queant, Henry Beckman, Arthur Klein, Jess Hahn; (SW) by Jack Andrews; (SD) by Jean Yarbrough
Soldiers of Fortune (John Russell & Chick Chandler)	WPIX 6pm	Run Til You Die - (will list additional cast as available) (STATION PREMIERE)
You Are There (Walter Cronkite)	CBS 6:30pm	The Hamilton-Burr Duel - with Mack Williams, Walter Coy, Paul Birch, Robert F. Simon, Denver Pyle, Mike McHale, John Larch, Willis Bouchey, Charles Watts, Erin O'Brien-Moore, Gary Pagette, Sammy Ogg, Anthony Sydes, Ainslie Pryor; (SW); (SD) by Bernard Girard
JACK BENNY PROGRAM	CBS 7:30pm	with regulars Eddie Anderson, Dennis Day, Don Wilson & Verna Felton, Dick Ryan, Lois Corbett; (SW) by Sam Perrin, George Balzer, Al Gordon, Hal Goldman; (SD) by Ralph Levy (FALL PREM.)
Frontier (Walter Coy)	NBC 7:30pm	Paper Gunman - with John Smith, King Donovan, Carol Thurston, (SW) by Morton Fine & David Friedkin; (SD)(PREMIERE NEW SERIES)

SUNDAY SEPTEMBER 25 (Cont'd)

ED SULLIVAN SHOW	WCBS-TV 8pm	with Robert Mitchum, Shelley Winters, Lillian Gish, Charles Laughton, Paul Gregory , Red Skelton (C), Lily Pons (S), Pearl Bailey (S), Obernkirchen Children's Choir
CHANCE OF A LIFETIME	ABC 9pm	with Jerome Courtland (S)
PHILCO TELEVISION PLAYHOUSE	NBC 9:30pm	The Merry-Go-Round - (O) Mann Rubin; with Anne Jackson, Lee Phillips, Howard St. John, Frank Alleter, Billie Lou Watt, Al Markim, Fred Eisley, Eleni Kiamos; (SD) by Jack Smith
Loretta Young (Ricardo Montalban)	NBC 10pm	Gino - (O) by William Bruckner; with Thomas Coley, Mary Sinclair
APPOINTMENT WITH ADVENTURE	CBS 10pm	Destination Freedom - with Christiane Felsman, Joel Crothers, Jason Robards, Charles Taylor, Katherine Raht, Richard Morse, Edward Strome, Gregory Morton, Frank Marth, Victor Thorley, E. A. Krumschmidt (SD)

MONDAY SEPTEMBER 26

Superman (George Reeves)	WRCA-TV 6pm	Flight to The North - with regulars; (SW & SD)
Sherlock Holmes (Ronald Howard)	WRCA-TV 7pm	The Case of The Christmas Pudding - (O) by George & Gertrude Fass; with regulars & Eugene Deckers, June Rodney, Richard Watson, Arthur Luce, Harry Belither, Russel Caprio, Sacha Pitoeff; (SD)
CAESAR'S HOUR (Sid Caesar)	NBC 8pm	with regulars Nanette Fabray, Carl Reiner, Howard Morris, Ellen Parker, Sandra Deel, Bill Lewis (S), pianist Earl Wild; (SW); (SD) by Clark Jones
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Barbara Grant (S), Trio Three Tequilas, Ron Beattie (S) (SD) by David Rich
VOICE OF FIRESTONE	ABC 8:30pm	Dolores Wilson (S), Theodor Uppman (S)
The Adventures of Robin Hood (Richard Greene)	CBS 7:30pm	with Bernadette O'Farrell, Ian Hunter, Alexander Gauge, Alan Wheatley, Archie Duncan; (SW); (SD) by Ralph Smart (PREMIERE)
Medic (Richard Boone)	NBC 9pm	with Gloria McGhee, Edith Evanson, Florence Sundstrom, Mary Adams, John Tridonis, Nelson Lee; (SW & SD)
ETHEL & ALBERT	CBS 9:30pm	regulars & Don Briggs, Nancy Sheridan, Charles Jordan; (SW&SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Along Came Jones - (O) by Alan Le May; (A) by Doria Folliott; ; with Charlton Heston, Louis Lytton, Pat Roe, Lonny Chapman, Robert Gibbons, William Forester, Harrison Dowd, Joe Leberman; (SD) by Alan Cooke
STUDIO ONE	CBS 10pm	Three Empty Rooms - (O) by Reginald Rose; with Steve Brodie, Barbara Baxley, Joseph Sweeney, Eli Mintz, Ginger MacManus, Dickie Olsen, Judy Sanford, Celia Boodkin, Jerry Jarrett, Bill Gunn, Vince Gardiner, Joe Marr, Stephen Chase, Chris Bohn, Frank Campanella, Betty Walker; (SD) by Franklin Schaffner
Eddie Cantor Comedy Thtre	WABC-TV 10pm	The Lieutenant Was No Gentleman - with Ann Sheridan, Ken Christy, Dan White, Ray Montgomery; (SW & SD)

TUESDAY SEPTEMBER 27

Steve Donovan (Douglas Kennedy)	WRCA-TV 6pm	Outlaw Actor - (O) by Robert Schaefer & Eric Freiwald; with regulars & Don Haggerty, Denver Pyle, Edith Angold, Paul Keast, Pitt Herbert; (SD) by Charles D. Livingstone
Warner Bros. Presents (Gig Young)	ABC 7:30pm	Casablanca - (O) by David P. Harmon; with Charles McGraw, Anita Ekberg, Marcel Dalio, Dan Seymour, Michael Fox, Clarence Muse, Alberto Morin, Ludwig Stossel; (SD) by John Peyser
Navy Log	CBS 8pm	Hiya Pam - Douglas Dick, James Edwards, John Archer, Robert Easton; (SD)

TUESDAY SEPTEMBER 27 (Cont'd)

MILTON BERLE SHOW	NBC 8pm	with Esther Williams, John Wayne; staged by Herb Ross
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Marshal Earp Meets General Lee - regulars & Richard Travis, Emlen Davies, Steve Darrell, Alan Dinehart III, Ralph Sanford; (SW & SD)
The Danny Thomas Show	ABC 9pm	Margaret Goes Home - regulars with Nana Bryant; (SW & SD)
DuPont Cavalcade Thtre	WABC-TV 9:30	The Texas Ranger - (O) by Larry Marcus; Jim Davis, William Tallman, Malcolm Atterbury, Gary Gray, Robert Clarke, Emory Parnell, James Parnell, Harry Antrim, Ferris Taylor, Erville Alderson, Edith Evanson, Robert Burns, Selmer Jackson, Lester Dorr, Barry Regan, Glen Charles Gordon; (SD)
RED SKELTON SHOW	CBS 9:30pm	with guest Ed Sullivan; (SW) by Sherwood Schwartz, Jesse Goldstein, Mort Greene, Dave O'Brien; (SD) by Seymour Berns (FALL PREMIERE) (COLOR)
ARMSTRONG CIRCLE THTRE (John Cameron Swayze)	9:30pm	The Strange War of Sergeant Krenzer - (O) by Jerome Coopersmith; with Richard Kiley, Betsy Palmer, Alan Hewitt, Fredd Wayne, Antonio Obregon, Ray Bromley; (SD) (PREMIERE NEW SERIES)

WEDNESDAY SEPTEMBER 28

Father Knows Best (Robert Young)	NBC 8:30pm	A Woman in The House - (O) by Roswell Rogers; regulars & Harry Hickox, Mary Webster; (SD) by William D. Russell
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Rita Keeley - Joan Vohs, Peter Thompson, Roy Gordon, Robert Crosson, Jess Kirkpatrick, Barney Phillips; (SW&SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Diamond As Big As The Ritz - (O) by F. Scott Fitzgerald; (A) by William Hodapp; George Macready, Signe Hasso, Richard Franchot, Lee Remick, Elizabeth Montgomery, Bill Daniels, Mario Alcalde, P. J. Sidney; (SD)
UNITED STATES STEEL HOUR	CBS 10pm	Ashton Buys A Horse - (O) by Norman Lessing; Menasha Skulnick, Guy Raymond, Conrad Janis, Jack Klugman, Roland Wood, Mort Marshall, Billy M. Greene, Bruce Gordon, Gena Rowlands; (SD) by Daniel Petrie
Douglas Fairbanks Presents	WRCA 10:30pm	The Treasure of Urbano - (O) by Paul Tabori & Alan Jenkins; with Douglas Fairbanks, JR., Marina Berti; (SD)

THURSDAY SEPTEMBER 29

CLIMAX! (Bill Lundigan)	CBS 8:30pm	Sailor On Horseback - (O) by Irving Stone; (A) by Paul Monash; Lloyd Nolan, Mercedes McCambridge, Mary Sinclair; (SD) by John Frankenheimer
STAR TONIGHT	ABC 9pm	The Terrible Woman - (O) by Wilbur Daniel Steele; with Joseph Warren, Valerie Cossart, Judith Parish; (SD) by Alan Anderson
LUX VIDEO THEATRE (Otto Kruger)	NBC 10pm	The Enchanted Cottage - (O) by Sir Arthur Wing Pinero; (A) from screenplay by DeWitt Bodeen & Herman J. Mankiewicz; with Teresa Wright, Dan O'Herlihy; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 23 THRU FRIDAY SEPTEMBER 30

THE GEORGE SKINNER SHOW	WCBS 9am	M thru F - Bob Eberly substitutes for vacationing singer Tommy Furtado
GARRY MOORE SHOW	CBS 10am	Thurs - Charlotte Rae (C); Fri - Stan Freeman (M), Roy Benson (C)
JACK PAAR SHOW	CBS 1pm	Fri - Burl Ives (S)
WAY OF THE WORLD (Gloria Louis)	NBC 4pm	9/12 thru 9/27 - Rebound - (O) by William Kendall Clarke; with Philip Meeder, House Jameson, Nancy Rennick, Peggy Allenby, Michael Galloway, Mary K. Wells, Frank M. Thomas, Helen Seamon, Mark Miller; (SD) by Frederic Carr

MODERN ROMANCES (Martha Scott)	NBC 4:45pm	9/12 thru 9/16 - (O) by Jesse Sandler; with Lori March, Don Briggs, Frank Behrens, Elizabeth York; (SD) by Tom Reynolds 9/19 thru 9/23 - (O) by Ann Howard Bailey & Joseph Cochran; with Dean Harens, Jayne Heller, Marjorie Gateson, William Johnstone, Ronald Dawson, Don Fellows; (SD) by Wesley Kenney 9/26 thru 9/30 - (O) by Joe Bates Smith; with Lauren Gilbert, Richard Kendrick, Ann Loring, Pat Sales; (SD) by Tom Reynolds
		FRIDAY SEPTEMBER 30
Science Fiction Thtre (Truman Bradley)	WRCA-TV 7pm	A Visit From Dr. Pliny - with Edmund Gwenn, William Schallert, John Stephenson, Morris Ankrum; (SW & SD)
Adventures of Rin-Tin-Tin (Lee Aaker & James Brown)	ABC 7:30	Rusty Volunteers - with regulars & George Keymas, Pamela Duncan Mitchell Lawrence, William Forrest, Richard Emory; (SW) by John O'Dea & Jerry Thomas; (SD) by Robert G. Walker
The Life of Riley (William Bendix)	NBC 8:30pm	The Marines Have Landed - regulars & Martin Milner; (SW & SD)
Schlitz Playhouse	CBS 9pm	The Last Out - (O) by Frank O'Rourke; (A) by Douglas Morrow; with Thomas Mitchell, Regis Toomey, Richard Erdman, Touch Conners, Edward Binns, Robert Hyatt; (SD) by William Self
THE BIG STORY (Ben Grauer)	NBC 9pm	Dorothy Kilgallen, New York Journal-American - (A) by Gail Ingram; with Mary Lynn Beller, Ann Seymour, Stephanie Elliot, Larry Robinson, Ted Osborne; (SD)
The Vise (Ron Randell)	ABC 9:30pm	The Search for Martha Harris - with Jennie Laird, John Horsley, Lloyd Lamble; (SD) by David MacDonald
STAR STAGE	NBC 9:30pm	First Date - (O) by Florence Jane Soman; (A) by Doris Frankel; Robin Morgan, Joyce Smight, Phyllis Newman, Paula Truman, Geoffrey Horne, Bill Lundmark; (SD)
The Line-Up	CBS 10pm	The TV Case - (O) by Sidney Marshall; with Marshall Reed, Warner Anderson, Howard McNear, Toni Gerry, Tom Tully, Joseph Mell, Claude Akins; (SD) by Hollingsworth Morse & Harold Schuster; (PREMIERE NEW FALL SERIES)
		SATURDAY OCTOBER 1
Tales of the Texas Rangers (Willard Parker)	CBS 11:30am	Blood Trail - (O) by Samuel Newman; regulars & Mel Welles, Harry Hickox, Joseph Hamilton, Mauritz Hugh, Antonio Roux;(SD)
Man Behind the Badge (Charles Bickford)	WCBS 6:30pm	The Silent War - with Hugh Sanders, Bob Harris, Jim McCallion, Bob Foulk, Harlan Wards, Don Megowan, Eva Ralf, Chet Marshall, Ed Penney; (SW) by David P. Harmon; (SD) by John Peyser
Ramar of the Jungle (Jon Hall)	WPIX 7pm	King of the Watus - regulars & William Tannen, Darwin Greenfield, Nick Stewart, Woodrow Strode; (SW & SD)
THE PERRY COMO SHOW	NBC 8pm	Yvonne de Carlo (S), Tab Hunter, Marion Lorne (C)
STAGE SHOW	CBS 8pm	orchestras of Tommy & Jimmy Dorsey, June Taylor dancers, Jane Russell, Dick Haymes (S), Jackie Gleason (C); (SD) by Frank Satenstein
MAX LIEBMAN PRESENTS	NBC 9pm	Heidi - (O) by Clay Warnick & lyricist Carolyn Leigh; with Jeannie Carson, Wally Cox, Elsa Lanchester, Robert Clary, Richard Eastman, Natalie Wood, Jo Van Fleet, Bil & Cora Baird (Puppeteers), Swiss Trio Shmeed; (SD) (RETURN FALL SERIES)
It's Always Jan (Janis Paige)	CBS 9:30pm	regulars & Darren McGavin; (SW & SD)

SUNDAY OCTOBER 2

Wild Bill Hickok (Guy Madison)	CBS 12:30pm	Sheriff Was a Redhead - George Slocum, Veda Ann Borg, Jim Bannon, Keith Richard, Henry Rowland, Frank Hagney; (SW & SD)
Captain Gallant of the Foreign Legion	NBC 5:30pm	Desert Justice - regulars & Robert Haynes, Yves Brainville, Gilles Queant, Stephane Vercoe, Henri Miller; (SW) by Jack Andrews; (SD) by Jean Yarbrough
You Are There (Walter Cronkite)	CBS 6:30pm	The Boston Massacre - with Danny Richards, Jr., Roy Glenn, Addison Richards, Claude Akins, Gavin Muir, Whit Bissell, Marshall Bradford, Roy Randell, John Alderson, Mike McHale, Robert Burton, John Doucette; (SW) by Leo Davis; (SD)
Roy Rogers Show (Roy Rogers & Dale Evans)	NBC 6:30pm	Boy's Day in Paradise Valley - (O) by M. H. Raison; regulars & Don Harvey, John Cason, John Merton, Sarah Padden, Dick Shakleton, George Pembrose, Harry Harvey; (SD)Don MacDougall
ED SULLIVAN SHOW	WCBS-TV 8pm	Ezio Pinza, Walter Slezak, Florence Henderson & cast of "Fanny" Nat "King" Cole (S), Dick Shawn (C), Robert Lamouret (ventril)
COLGATE VARIETY HOUR	NBC 8pm	Harry Belafonte (S), Millard Thomas (M), Jack Carson (C), Martha Scott, sports personalities, & film clips from "The Desperate Hours"
GENERAL ELECTRIC THTRE (Ronald Reagan)	CBS 9pm	Tryout - by Robert Wallsten; Ann Harding, Gene Nelson, Neva Patterson; (SD) by Don Medford
Alfred Hitchcock Presents	CBS 9:30	Revenge - (O) by Samuel Blas; (A) by A. I. Besserides & Frances Cockrell; with Ralph Meeker, Vera Miles, Ray Montgomery, John Gallaudet, Frances Baveier, Ray Teal; directed by Hitchcock (PREMIERE NEW SERIES)
Loretta Young Show (Merle Oberon)	NBC 10pm	Moment of Decision - (O) by Marie Frances Upton; (A) by Lowell S. Hawley; with Diana Lynn, Liam Sullivan; (SD)
APPOINTMENT WITH ADVENTURE	CBS 10pm	The Allenson Incident - (O) by Richard Overholt; with Georgiann Johnson, Lin McCarthy, Cameron Prudhomme, Pat Hingle, Gene Peterson, Bert Ramsen, Graham Denton, Ray Bramley, Stuart Germaine; (SD) by Paul Stanley

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

CBS has resolved what its Morning Show will look like next Monday when it cuts back to 7-8am EDT, Monday thru Friday. Dick Van Dyke is now m.c. of operations, working with a completely new set divided into four areas -- news, interviews, sports and weather. Van Dyke will keep moving from one area to another through the hour. Walter Cronkite takes over as newscaster. Charlie Andrews takes over as producer of the program, with Stan Lee as associate producer. Rai Purdy and Ken Whelan continue as directors. Mrs. Myrtle Power, baseball question-answering phenom of The $64,000 Question will be the program's special guest during the first week to discuss the World Series.....Leo Durocher, recently resigned as manager of the New York Giants, has joined NBC as an executive in the field of talent relations, working out of the NBC Pacific Division in Hollywood. He will report to Thomas A. McAvity, NBC-TV net v.p. Durocher will also appear on NBC sports programs as a commentator and will make other talent appearances, as well as repping NBC at public functions.....Still on baseball, Mel Allen and Vince Scully are handling the play-by-play for the 1955 World Series telecasts over NBC-TV, starting this afternoon (28). Frankie Frisch will handle the pre-game warmup telecast.

First program in Henry Salomon's Project 20 film series will be "Nightmare in Red," a drama of Russia in this century, to be telecast Sunday, Nov 13, 9-10pm EST. Salomon leaves this Friday for Vienna to film the tentatively-titled "Rebirth of Freedom," the story of the reopening of the Vienna State Opera on Nov 5, to be presented over NBC sometime next spring. Peter Hopkinson, an NBC director based in London, will supervise a crew of Austrian cameramen and technicians working on the film. Project 20, to be presented in prime evening time preempted by the net, will be sponsored by Pontiac Division, GMC.....Project 20 could establish a future plan for important programs on an intellectual-popular appeal level, in which they would be slotted at the option of the net against types of programs which would not necessarily overwhelm them in the audience rating surveys. NBC took a bitter licking on the Meeting at the Summit program, yet the possible answer on that one was that all media had the story, other TV programs on the same subject were scheduled; it had nothing that was exclusively NBC's to the eye or ear of the viewer.

All the TV networks have been so much on top of the news in covering President Eisenhower's illness that frequent cut-ins on scheduled programs have resulted in the usual embarrassing juxtaposition between solemn announcements and comedy routines or happy music. The nature of the newscasts, luckily, has kept the wise guys from picking up some of the unavoidable mis-matches.

(MORE)

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The success of multiple repeats of some filmed programs will be applied to the five-minute Les Paul-Mary Ford Show to be slotted on a national spot basis on over 50 stations starting next week. Du Mont, whose Electronicam TV-film system is being used to produce the shows in New York, announced that 35 films, a 13-week supply, have already been completed; 35 more would be done later in the fall and the final 35 produced in early winter. Meantime, station contracts have been signed for 260 presentations of the program on some stations, on a five-a-week strip presentation over 52 weeks. Considering the number of repeats disc jockeys promote on radio it is obvious that filmed music is best suited of all filmed programs for non-boring repetition.

The hunt for fresh faces goes on, with the Garry Moore Show officially launching its nation-wide talent search on Oct 7, when it showcases future potential stars from among local television favorites across the country. Talent would be brought to New York for presentation each Friday, judged by a panel and the monthly winner would then be given a New York night club or vaudeville contract (one week). No talent that has previously appeared on a network show is wanted. Herb Sanford produces the show, which has an hour-and-a-half stretch to fill on Friday morning.....For the past five years hydroplane racing's Gold Cup has been contested for in Seattle, the race generated tremendous local interest and publicity. Seattle's KING-TV also reaped benefits from its coverage. This year, Gale V, a Detroit boat, won the race, which means that next year's race will be held in the east. KING has now suggested that the city of Seattle post a money purse in connection with an application to the American Power Boat Assn for the sanctioning of an unlimited inboard hydroplane race for the world's championship of speed boat competition on a permanent yearly basis. The plan was spurred locally by an appeal over KING-TV for an indication as to whether viewers would contribute to a purse. The answer came back over 3000-strong, offering $5 to $20 donations when the call would be made.

Kraft Television Theatre's 500th dramatic production tonight (28) rolls up a mark of 4,983 different roles; 1,724 different actresses; 1,621 different actors; 24,085 hours of rehearsals; 3,276 sets. The program debuted May 6, 1947, over NBC, but the total also includes the separate Kraft presentation over ABC, which ran from Oct 15, 1953, thru Jan 6, 1955. Kraft's producers estimate that almost 30,000 actors were auditioned for roles in the plays, while 4,291 script properties were reviewed out of which the 500 were chosen for airing.....The state of Colorado has had the town of Ashcroft declared an official state historic site. Once a historic mining ghost town, it was reconstructed to resemble the Klondike gold rush towns of Dawson and White Horse in Canada's Yukon Territory and has been used to provide some backgrounds for Sergeant Preston of the Yukon, the Charles Skinner-CBS film series.

PEOPLE GOING PLACES: Les Colodny has been appointed manager of comedy development for NBC in New York. He had been with William Morris Agency.....Jess Oppenheimer, producer and head writer of I Love Lucy on TV since its inception and a CBS contract producer-writer since 1948, will join NBC's Hollywood staff as a major program dept executive in the spring of 1956 after his CBS and Desilu contracts expire. .....Norman Frank has been named one of the three unit producers for NBC's Wide Wide World, joining Herb Sussan and Robert Bendick. Frank's first production will be "A Sunday with Youth," slated for Sunday, Nov 13.....Ted Yates, Jr., named director of news and special events for WABD(NY). Barry Shear has been named executive producer-director for the station, heading a staff of six directors and five associate directors.....Philip King has joined the CBS TV press information dept in Hollywood as a unit publicist and feature writer.....David Broekman is creating the musical scores for the 1955-56 series of Wide Wide World programs over NBC.